GIVING WINGS TO SUSTAINABLE RESPONSIBILITY.

6 – 10 March 2019 · itb-berlin.com/csr

COMPACT CSR-RELATED EVENT PROGRAM

EXPERT KNOWLEDGE – included in your ITB Berlin Ticket
Dear Exhibitors, dear trade visitors, dear colleagues, friends and fellow combatants!

During this year’s ITB we will once again celebrate International World Women’s Day which has been recently declared a National Holiday in the city state of Berlin! Brandenburg – as first German federal state – also recently voted for a new law dictating gender parity for the next but one general election: 50% of members of parliament should be women, 50% men. Whether the law will pass is still open. Gender parity in society is still not tangible. We do not claim to have gender parity at ITB either; most of the speakers are still male. Nevertheless, there is hope: We are working on it. I am proud to gather many excellent and engaged women especially at our 2nd Gender Equality in Tourism Seminar and at the 4th ITB-IIPT “Celebrating Her Awards” which will take place at the Palais in the eve of that new, remarkable Berlin Holiday. Male allies are always welcome – we still have a long way to go. On the 8th of March itself we will host a SheTrades panel in the Palais and welcome many special female guests at our renowned ITB – Blue Yonder Responsible Tourism Network Event in the evening at 6 pm in hall 4.1b.

Another subject close to my heart is Human Rights in Tourism. At ITB, we foster dialogue and controversial discussions as they pave the way to awareness. Violations of human rights are manifold; may it be because of age, gender, looks, color of skin, disability, medical condition, economic status, origin, sexual orientation... It is important to address each one of them and to search for solutions rather than looking away. Tourism can help to open doors and to fight discrimination. It will even pay: On ITB Thursday we are expecting a vibrant discussion on whether respecting human rights will economically benefit a destination. Indigenous rights and the challenge to promote an indigenous tourism which is a respectful and community-benefitting, an often neglected subject, will be addressed on Wednesday.

One of the biggest challenges of the future is climate change. A 16-year-old girl from Sweden, Greta Thunberg, has become a global leader, skipping school on Fridays to demonstrate against the environmental sellout – shaming and opening the eyes of all of us. School children from all over the world join in. As I said, there is hope! “I don’t want your hope, I want you to panic!”

Uncontrolled tourism is according to the WWF one of the biggest dangers – overtourism is not only an excess of uncontrolled growth but also a severe threat to the environment and social peace. We will discuss solutions how to intelligently overcome this growing problem at several sessions of the ITB Berlin Convention. Climate change, innovative mobility and changing customer demands are the other key topics.

The ITB CSR Day, among other significant subjects, will also address the pollution of our waters: 10 million tons of litter is dumped into the sea per year. This is not only having a negative impact on idyllic beach holiday destinations and tourism but on our ecosystem as a whole. To support best practices, ITB is proud to give out the ITB Earth Award to a destination showing global leadership in combating environmental degradation in the frame of the Sustainable Top 100 Destination Awards Ceremony taking place on Wednesday in the Palais.

There is no business on a dead planet!* Thank you for not looking away, thank you for participating and getting involved!

Yours, sincerely
Rika Jean-François, Commissioner ITB Corporate Social Responsibility

*Milena Cijenovitch in Forbes Media
07.00 – 08.00
GO RUN WITH ITB!
Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to slip into the role of a tourist, Berlin kick off your day in Berlin with a free social run each day at 7am. Starting and finishing at the centrally located Brandenburg Gate runners will enjoy a leisurely run with local guides passing by some famous landmarks like Luiseninsel. This unique, healthy and green activity will not only show you a beautiful, hidden part of Berlin but also gives you an ample opportunity to connect with other sporting guests in an informal and casual setting. Pace: We will run in groups of 5, 6 or 6.30 min/km.
ITB Berlin participants also enjoy a 10% discount on all private running tours in Berlin during ITB Berlin with the code: “RUNITB” during checkout at www.gorunningtours.com/pp/germany/berlin/

Contact Person: Stephen Moore, E.: gorunningtoursberlin@gmail.com

HALL 4.1, Booth 230

11.00 – 16.00
UNESCO AND YOUTH
Today, more than ever, young women and men are change-makers, building new realities for themselves and their communities. All over the world, youth are driving social change and innovation, claiming respect for their fundamental human rights and freedoms, and seeking new opportunities to learn and work together for a better future.

HALL 4.1A, CENTRAL STAGE (BIG STAGE)

12.40 – 13.00
PUTRAJAYA – URBAN PARADISE FOR CREATURES GREAT AND SMALL
Putrajaya is home to one of the most unique green spaces in the world. Almost 40% of the city area are allocated for lakes, parks and open spaces, creating a perfect balance between development and nature. Our famous man-made wetlands, Putrajaya lake and wetlands are recognized as one of the Ecological Demonstration Site by UNESCO-IHP Ecological Program and “Swimming is permitted in Putrajaya lake.”

• Tengku Aina Binti Tengku Ismail Shah, Director, Corporate Communication Division of Putrajaya Corporation

13.00 – 15.00
TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE

13.00 – 13.10
OPENING FORUM TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE

• Landrat a.D. Friedel Heuwinkel, Director of the FHM Institute for SMEs, President of the Association of German Nature Parks, Bielefeld
• Prof. Dr. habil. Torsten Fischer, Prorektor “International Affairs”, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld

13.10 – 13.20
INTRODUCTION TO CURRENT CHALLENGES IN EUROPEAN TOURISM AND HOSPITALITY

• Prof. Stephan Gerhard, Professorship for Hospitality Development, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Berlin and Treugast Solutions Group, München

13.20 – 13.35
EU-PROJECT “JOB TO STAY” FOR THE INTEGRATION OF REFUGEES INTO THE TOURIST LABOR MARKET – FIRST RESULTS

• Prof. Dr. Ulrike Fergen, Professorship for Leisure Management with the focus on Health & Tourism, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin
• Valerie Isabel Ellis, Research Assistant, Department “Research and Development”, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin

13.45 – 14.00
INTERPRETATIONS OF CULTURAL HERITAGE FOR A SUSTAINABLE EUROPEAN TOURISM

• Prof. Dr. Johannes Treu, Professorship for Business Administration & Management, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin

14.00 – 14.15
ARCHAEOLOGICAL TOURISM PRODUCTS AND SERVICES IN EUROPE THROUGH HERITAGE INTERPRETATION

• Ass.-Prof. Dr. Alberto Moreno Melgarjea, Ass.-Prof. at the Faculty of Social and Communication Sciences, Department of Marketing and International Business, Universidad Europea Madrid; Spain

14.30 – 15.00
DISCUSSION “TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE”

15.00 – 16.00
HUMAN RIGHTS IN PRACTICE: WORKING CONDITIONS IN TOURISM
Tourism’s extensive international supply chain, high dependency on seasonality, day and night service supply and a high share of outsourced temporary staff, present challenges in the respect of labor rights. How can tour operators create decent and fair working conditions, and how can challenges be addressed?

15.00 – 15.15
• Myriam Barros, President of the Chamber of Commerce in Lanzarote

15.15 – 15.30
• Susana Corin Baumann, CSR Manager, VENTURA Travel

15.30 – 15.45
• Sibylle Baumgartner, Director and Co-Founder, focusight

15.45 – 16.00
• Madhu Rajesh, Director, International Tourism Partnership (ITP)

16.00 – 17.00
TOURISM RELATED LAND GRABS, EVICTIONS AND DISPLACEMENTS
The problem of tourism related land grabs and resulting human rights violations is a global phenomenon. How can tourism businesses respect land rights as an integral part of their human rights due diligence practices?

16.00 – 16.15
• Dr. Minu Hemmati, Consultant, Germany

16.15 – 16.30
• Prof. Andreas Neef, Department Development Studies, University of Auckland; New Zealand

16.30 – 16.45
• Dr. Mary Kristerie Baleva, External Relations and Policy Specialist, ASEAN Centre for Biodiversity; Philippines

16.45 – 17.00
• Sibylle Baumgartner, Director and Co-Founder, focusight; Switzerland

17.00 – 18.00
TOURCERT – 10 YEARS OF COMMITMENT TO SUSTAINABLE TOURISM: JUBILEE CELEBRATION & CERTIFICATION CEREMONY
Since 2009, TourCert promotes more responsible travel. The event will showcase and celebrate the development and its actors, including a poetry presentation.

Opening: Marco Giraldo, TourCert Managing Partner

17.00 – 17.15
Moderated by: Nadine Kreutzer, Journalist & Radio Presenter

Panelists:
• Günther Koschwitz & Angela Giraldo, Founders of TourCert
• Jessy James LaFleur, Spoken Word Artist

Followed by Get-Together & Fingerfood
WEDNESDAY, 6 MARCH 2019

HALL 4.1A, WYSE TRAVEL CONFEDERATION / BOOTH 100

16.00 – 16.30 “WOMEN’S EXPEDITIONS: BREAKING THE BARRIERS OF TRADITIONAL TOURISM”
- Lynsey Kirk, Intrepid

17.00 – 17.30 “CREATING MEMORABLE LOCAL EXPERIENCES FOR INSPIRATION-HUNGRY MILLENNIALS”
- Yaron Saghib, Culture Trip

HALL 4.1B, ADVENTURE STAGE (SMALL STAGE)

10.00 – 10.10 WELCOME ADDRESS POW-WOW
Earth’s natural, cultural and geological wealth – Envisioning a responsible, sustainable and regenerative tourism
- Mariana McGill, Consulting Partner, ITB Berlin; Hall 4.1b and Pow-Wow for Tourism Professionals, Founder and Managing Director, Latin America World, Germany

10.10 – 10.30 KEYNOTE ADDRESS
World Heritage Journeys of the European Union – New ways to experience Europe’s cultural world heritage
The European Union has a fascinating collection of UNESCO World Heritage sites, which reflect the incredible depth and diversity of European culture. The sites tell a rich story and the many ways in which European ideas, inventions, people and cultures continue to connect with the world.
- Peter DeBrine, Senior Project Officer, UNESCO World Heritage Nature, Sustainable Tourism and Outreach Unit (CLTHER/WH(NT)) France

10.30 – 10.45 MESSELS PIT UNESCO WORLD HERITAGE SITE – STORTELLING ABOUT A UNIQUE NATURAL LANDSCAPE
The landscapes we have undergone a long period of time and they have seen many changes since the Earth had got a tilted rim that carries our landscapes. Mesels Pit is a location with has witnessed dynamic processes. It is within a volcanic crater, covered by a forest area and hidden inside a sequence of black claystone rocks. A team of professional guides revives that carries our landscapes. Messels Pit is a locations with has witnessed dynamic processes. It is within a volcanic crater, covered by a forest area and hidden inside a sequence of black claystone rocks. A team of professional guides revives the frame for this challenge.
- Dr. rech. Nat. Marie-Luis Frey, Business Manager, Messel Pit UNESCO World Heritage Site; Germany

11.00 – 11.30 UNKNOWN WINTER ADVENTURE ACROSS TRANS-SIBERIAN RAILWAY
ExploRussia is organizing winter tours across the Trans-Siberian railway. Why is it worth it? What are the super cool things to do there in winter? Discover less known places like the Republic Buryatia and Ulan Ude, its capital. It is situated east of famous lake Baikal. Its people are Buddhists and also practices Shamanism, strong local traditions and cuisine and still speak material.
- Olga Sitnik, Co-founder, ExploRussia; Russia
- Anna Mikheikina, Co-founder, ExploRussia; Russia

11.30 – 12.00 AN INSIGHT INTO THE “GARHWAL HIMALAYAS” IN UTTARAKHAND, INDIA
The Garhwal Himalayas are part of the Indian Himalayas in the Indian state of Uttarakhand. There are many glaciers and mountains in this region, which feed prominent rivers in India like the Ganges, the holiest of the Indian rivers. This part of the Indian Himalayas is closely associated with Indian mythology, scriptures and religion. Our attempt is to introduce you to this part of the Himalayas and talk about the iconic trekking routes in this region.
- Milind Bhude, Managing Director, Countryside Adventure Holidays Pvt LTD; India

12.00 – 12.30 PANEL DISCUSSION
Long-distance trails and thematic routes: The value of cultural and adventure itineraries for travellers and hosts alike
When does a trail, route, or path become more than a line on a map? When the journey’s course goes from logistical necessity to a track connecting points of discovery. When the universe widens in ways you could never have imagined while taking that first step. Hikes, cultural paths, cycling routes, wine roads, and heritage corridors ask us to suspend our realities during discovery. They ask us to become adventurers – physical and mental – to embrace landscapes and their histories. They ask us to expand our world views by taking a direction that is truly reality-expanding. By definition, trails do this by making community-based, responsible tourism their core enterprise. They highlight local strengths rather than temporarily solving marketplace visibility issues with new, incongruent solutions that overshadowing inherent capacities.
Moderated by: Snjezana Derviskadic, Project Leader, Regional Cooperation Council (RCC) Triple P Tourism; Bosnia and Herzegovina
- Thierry Joubert, Managing Director, Green Visions; Bosnia and Herzegovina / The Netherlands
- Alex Crevat, External Expert for Media Outreach, Regional Cooperation Council (RCC) Triple P Tourism; Bosnia and Herzegovina
- Danko Cosic, Director of Programmes, Danube Competence Centre; Serbia

12.30 – 13.00 THE NAMIBIA CROSSING – FIVE DAYS, TWO AFRICAN COUNTRIES, ONE ANCIENT MOUNTAIN WILDERNESS
Two inspiring trails traversing remote transfrontier landscapes in Southern Africa with rich natural and cultural heritage will be presented.
The Namibia Crossing is one of a number of cross-border tourism experiences in one of the eighteen Transfrontier Conservation Areas (TFCA) of Southern Africa. This event is a 205 km, five-day foot race from South Africa to Namibia through the ancient and landscape of the Namib-Naukluft Transfrontier Park.
The Safari-on-the-Run: Mapungubwe is a 92 km, three-day trail running safari experience through the culturally significant and wildlife rich bushveld of the Greater Mapungubwe Transfrontier Conservation Area. From the ancient Mapungubwe citadel in South Africa to the rolling savannah of Botswana’s Tuli Block and finally along ancient elephant trails etched in stone and through the rural villages of the Marimani community in Zimbabwe.
- Roland Vorwerk, Marketing Manager, Boundless Southern Africa; South Africa

13.00 – 13.30 ASEAN STATES – TREASURE TROVE OF CULTURAL TOURISM
The member countries of the Association of Southeast Asian Nations (ASEAN) are amongst the fastest developing ones in the world. An ever-growing cross-border cooperation has created one of the most culturally diverse, yet easily accessible regions, which offer its visitors a chance to see a melting pot of cultures, traditions and mentalities. As a responsible tourism operator, we should strive to allow our clients a deep insight into those fantastic cultures.
- Michael Bednarek, Managing Director, Roundtrips.Global; Germany

13.30 – 14.00 SCENIC TRAILS ON THEIR WAY TO SUSTAINABILITY – DIVING INTO THE TRADITIONAL WORLD OF ANDEAN PEOPLE
Be it the world famous historic sanctuary of Machu Picchu, the sacred mountain Apu Ausangate or other scenic trails in the country of Peru, sustainability plays an important role for the conservation and protection of flora and fauna, geological formations, archaeological remains and the beauty of the landscape. Also, the local communities with ancient culture and traditions are of great significance in the development. Partners of TourCult will give you an insights through impressive film material.
- Marco Giraldo, Managing Director, TourCert; Germany and Peru

14.00 – 14.30 CHERISHING MADAGASCAR’S NATURAL AND CULTURAL LANDSCAPE
Madagascar has always been known and visited for its diverse and singular fauna and flora. While this is a great reason to visit the island, most people don’t know that Madagascar is also home to a plurality of ethnic groups that are very particular in the world. The combination of these attributes makes this island a territory full of exceptional natural and cultural landscapes. Therefore, this presentation gives the audience the opportunity to learn about the natural and cultural idiosyncasy of Madagascar all explained from the perspective of three local associations, which are dedicated and committed to the promotion of a more responsible and sustainable tourism.
- Felana Randrianarisoa, Regional Technician, Accueil Villageois Malagasy (AVMA); Madagascar
- Henintsoa Andre Rakotomalala, National Coordinator, Madagascar Tourisme Rural (MATOR); Madagascar
- Natalia Vega Corpus, Junior Advisor for the Environmental Programme PAGE / GIZ; Madagascar
14.30 – 15.00 GLOBAL GEOPARCS NETWORK – PROMOTING NATURAL AND CULTURAL HERITAGE THROUGH RESPONSIBLE TOURISM
The Global Geoparks Network (GGN), existing since 2004, is a not-for-profit organisation and a dynamic network where members are committed to work together, exchange ideas of best practice, and promote conservation as well as management and communication to society of the Earth heritage cooperating with UNESCO. Global Geoparks are areas of geological significance in Earth history, including landscapes and geological formations, which are key witnesses to the evolution of our planet and determinants for our future and to promote sustainable development, for example through geo-tourism and education. The GGN has established a partnership with UNWTO the International Year of Sustainable Tourism.

• Prof. Dr. Nicolas Zouros, President, UNESCO Global Geoparks Network; University of Aegae, Department of Geography, Lefkosia UNESCO Global Geopark, Greece

15.00 – 15.30 WHEN THE ROAD IS THE DESTINATION – SCENIC ROADS AND TRAILS IN IRAN
One cannot talk about travelling through a country as a tourist and not make references to trade and communication route of its past. In Iran, one cannot travel through the country without making references ancient roads such as the Silk Road or the Royal Road. Today’s travellers crisscrossing the country encounter many ghostly remnants of caravansaries, communication towers, castles and fortifications as modern roads cross the path of the old or alongside these. One of the most celebrated roads for its scenic value is the road from Asalem in Gilan province to Khalkhal in Ardabi. Tourists will do well by trying the route on foot and of the tarmacked road.

• Dr. Reza Mirmiran, Senior Advisor, Land of Turquoise Domes Tour and Travel Company; Iran

TOURISM

15.30 – 16.00 THE TRANSCAUCAUSIAN TRAIL – CONNECTING REGIONS AND CONNECTING PEOPLE IN ARmenIA
The Transcaucasian Trail (TCT) founders’ vision is a world-class, long-distance hiking trail that follows the Greater and Lesser Caucasus Mountains and connects diverse communities and ecosystems, providing lasting and wide-ranging benefits for people and the environment. By developing, promoting, and maintaining the Transcaucasian Trail, the team behind the project strives to improve access to the region’s diverse cultural and natural heritage and encourage its preservation, benefiting local communities and trail users through the development of sustainable tourism.

• Sebastian Falck, Tourism Development Advisor, State of Tourism Committee, Ministry of Economic Development and Investments, Armenia

16.00 – 16.30 WORLD HERITAGES BRIDGING THE BALTIC SEA – DEVELOPMENT ON UNESCO NATURAL AND CULTURAL ASSETS
The three-year project Development of UNESCO Natural and Cultural Assets (DUNC), funded by the Interreg South Baltic Programme, aims to unlock the potential of the South Baltic Sea region’s assets by developing an effective, sustainable tourism strategy for its UNESCO World Heritage Sites and Biosphere reserves. The focus of the Project is to facilitate networking and clustering of tourism stakeholders, create quality activities that help to prolong the tourism season, promote economic growth. A strong and long-lasting cooperation between the different sites is beneficial for the whole region and crucial for defining the region’s position on the global stage. We are working on identifying the sustainability challenges and finding solutions that allow us to welcome more guests without compromising the environmental, social and economic sustainability of the region.

• Cristina Nazzari, Project Manager, The Costal Union Germany (EUCC-D), Germany

16.30 – 17.30 KAYAH STATE AND TANINTHARYI REGION, MYANMAR – AMAZING ETHNIC DIVERSITY AND SPECTACULAR LANDSCAPES
In this event, the spotlight will be on Myanmar as a new travel destination in search of innovative and sustainable travel products. The International Trade Centre (ITC), focal point within the United Nations system for trade-related technical assistance, is supporting sustainable tourism development in Kayah state and, more recently, in Taninthary Region, emerging travel destinations, respectively strategically located South of Inle lake and at the border with Thailand in the southern Myanmar. You will be inspired by new and upcoming cultural, adventure and community tourism products, which can be integrated in existing and new Myanmar travel packages.

• Giulia Macola, Associate Programme Officer, NTF IV Myanmar International Trade Centre (ITC), Switzerland
• Peter Richards, Expert, Cultural Community Tours Development and Market Access, International Trade Centre (ITC); Switzerland

17.30 – 18.00 6th ANNUAL SHORT FILM SHOWCASE
Join GLP Films and ITB Berlin for this popular annual event! GLP Films will showcase award-winning short films on sustainable tourism, adventure travel, food travel and more from around the globe. Featured films or videos will be pre-selected from top travel brands and destinations, including recent releases from emerging destinations, along with films on adventure, food, culture, luxury, sustainability and more. Free beer and popcorn, while supplies last.

• Rob Holmes, Founder and Chief Strategist, GLP Films; USA

18.00 – 18.45 NETWORKING COCKTAIL RECEPTION
brought to you by UNESCO Global Geoparks
Meet, connect, have fun and stay in touch! Join us in our effort to foster socially-responsible and sustainable tourism worldwide! The Special Welcome Networking Cocktail Reception, sponsored by UNESCO Global Geoparks, provides the opportunity to make new business contacts. The event is open to Hall 4.1b exhibitors, trade visitors, partners and sponsors worldwide! The special Welcome Networking Cocktail Reception, sponsored by UNESCO Global Geoparks, provides the opportunity to make new business contacts. The event is open to Hall 4.1b exhibitors, trade visitors, partners and sponsors.

• Alexander Mönch, General Manager, mytaxi Germany

• Jörg Mayer, Founder & CEO, CityLoop Travel GmbH

• Nicole Brandes, Intl. Management Coach, Author and Partner, Zukunftsinstitut

ITB BUSINESS TRAVEL FORUM
16.00 – 16.45 INNOVATIVE SHARING CONCEPTS WILL CHANGE THE BUSINESS TRAVEL MARKET IN THE LONG TERM
Business Travel will change lastingly through forward-looking sharing concepts and only open-minded companies can create added value for their employees and increase satisfaction.

• Peter Richards, Expert, Cultural Community Tours Development and Market Access, International Trade Centre (ITC); Switzerland

17.00 – 17.45 URBAN MOBILITY IN TRANSITION
A traffic collapse threatens many cities, therefore a rethinking of urban mobility is necessary. One key is the Sharing Economy. What does this change mean for the business traveler?

• Peter Richards, Expert, Cultural Community Tours Development and Market Access, International Trade Centre (ITC); Switzerland
WEDNESDAY, 6 MARCH 2019

HALL 11.1, ITB YOUNG PROFESSIONALS DAY

16.00 - 16.45
MOTIVATION AND EMOTION IN THE TRAVEL BUSINESS
Selling, motivating people and inspiring is the door-opener for – nearly everything? Using the example of adventure trips, Ingo Lies vividly explains why emotions are the key to every human being, and thus the basis for every motivation. Without the right communication, products and services are worthless. But how do you manage to sell products well and convince others of your idea? We are looking forward to thrilling images, terrific expertise and lots of emotion.
Speaker: Ingo Lies, Founder & Managing Director, Chamäleon Reisen

17.00 - 17.45
PRESENTATION OF THE DST-ITB SCIENCE AWARD

The German Society of Tourism Research (DST) and ITB Berlin present awards for excellent thesis papers. The best dissertation, the best paper by a young talent, the best paper about sustainability in the tourism industry, and the best paper about the digitization of the tourism industry.
Moderated by: Dr. Tanja Hörttagl-Pozzo, Lecturer, Management Center Innsbruck (MCI)

HALL 19, PALAIS AM FUNKTURM, AWARD STAGE

14.00 - 15.00
THE ART OF ENGAGING AND SUSTAINING AUTHENTIC INDIGENOUS EXPERIENCES
organized by ITB in cooperation with respontour + WINTA
Welcoming Dance Performance & Opening by representatives of the Ma’u Henua Indigenous Community, Easter Island

The Indigenous Tourism Seminar will offer a discussion around the definition of Indigenous Tourism and share visions of Indigenous Earth-Wisdom: “Weaving a Future That Benefits All of Us.” Indigenous senior consultants from the USA, New Zealand, Easter Island and Sweden will discuss themes of good practices among successful indigenous experiences and explore how indigenous tourism can shape a conscious movement to make tourism a powerful tool to protect the planet and its inhabitants.
Welcoming note: Rika Jean-Francois, Commissioner, ITB Corporate Social Responsibility
Moderated by: Aurélie Debusschère, CEO of Native Immersion, Europe Agent of WINTA
Keynote: Ben Sherman, Chairman, World Indigenous Tourism Alliance WINTA
Panellists:
• Amina Sandberg, Founder / CEO, Visit Natives, Norway
• Edith Magdalena, Director of Rapahoe Tourism Authority, Easter Island (Rapa Nui)
• John Barrett, Kapiti Island, Aotearoa, NZ

16.00 - 17.00
SUSTAINABLE DESTINATIONS TOP 100 AWARDS 2019

In Cooperation with UNWTO –

Destinations are key players in enforcing sustainability in tourism, but their efforts were hardly recognized. This is now changing. ITB provides its prime auditorium to an award scheme exclusively dedicated to destinations.
Greetings: Rika Jean-Francois, Commissioner, ITB Corporate Social Responsibility
Moderated by: • Albert Salman, President, Green Destinations, Netherlands; • Valeria Tijo, Publisher & Editor, TravelMedia Vision on Sustainable Tourism
Followed by reception (by invitation only)

18.00 - 20.00
GLOBAL REPORT ON WOMEN IN TOURISM II: LAUNCH EVENT

The report will compile the latest statistical data and in-depth examples of good practice to illustrate the contribution tourism is making towards the UN Sustainable Development Goal 5 – Achieving Gender Equality and Empowering all Women and Girls. During the launch event, high-level representatives from the 5 partners/UNWTO, GIZ, World Bank Group, UN Women and amadeus) will present the key findings.
by invitation only
Another possibility to listen to a short presentation of the findings will be on Thursday, March 7 at 13.00 at the Gender Equality Seminar in the Palais.

11.00 - 11.45
KEYNOTE-PANEL: OVERTOURISM REVISTED: BEST DEMONSTRATED PRACTICES INSTEAD OF “BUSINESS AS USUAL”

- In Cooperation with UNWTO –

Infinite growth cannot work in a finite space: The intensity and growth of conflicts in more and more tourist hotspots shows that things cannot go on as before. In the meantime, a number of solutions have been found for severely affected urban destinations. How can a destination set the right conditions for sustainable growth – on a national, regional and local basis? Results of a global empirical exclusive study by Travelroo and ITB also show when tourists accept or desire access and price barriers, smart technologies, tourist selection and visitor guidance. What are the lessons learned and best practice examples? And last but not least: Can the findings also be applied to increasingly affected rural attractions?

Introduction & Moderation: Sunita Rajan, Senior Vice President Advertising Sales, CNN
Panels:
• Dr. Manuel Butler, Executive Director, World Tourism Organization (UNWTO)
• Prof. Dr. Albert Fucita, CELTH & Partner
• Sharry Sun, Global Head of Brand, Travelzoo
• Romana Vlasic, Director at DUBROVNIK TOURIST BOARD & Convention Bureau

13.00 - 13.45
STUDIOUS DEBATE: VACATIONING IN THE ARAB WORLD: ARE THE GOLDEN YEARS COMING?

From beach tourism to cultural vacations: Demand for travel to the Arab world is now higher than it has been for a long time. Although it is not quite as high as it once was, the upswing is gaining momentum and has reached numerous countries – from Morocco, Tunisia, Egypt and Jordan to the United Arab Emirates and Oman, partner country of ITB 2020. What are the reasons for the surge in demand? How well prepared are the countries for the rising number of guests, and how great is the upswing’s potential? Which strategies are individual destinations pursuing, and which tourism projects are planned? How do current events affect demand, and how political are the tourists?

Moderated by: Tanja Samotzki, journalist
Panels:
• HE Rania A. Al-Mashat, Minister of Tourism, Arab Republic of Egypt
• Paul-Anton Krüger, Deputy Foreign Editor, Süddeutsche Zeitung
• Peter Strüb, Chief Operations Manager, Studious Reisen

14.00 - 14.45
PRESENTATION OF WTCF PUBLICATIONS ON CHINA OUTFOR TOURIST CONSUMPTION AND WORLD TOURISM ECONOMIC TRENDS

Since 2016, WTCF has joined hands with TRC-CASS to carry out research work on world tourism economic trends and publish the Report on World Tourism Economic Trends annually, attracting extensive attention from both inside and outside the tourism industry. The objective of the World Tourism Cities Federation’s Market Research Report on Chinese outbound Tourism (City) Consumption 2017-2018 is to identify trends, understand its potential impact on product development, distribution and sale and benefit from the chances modern communication and online sales technology provide.
Panelists:
• Sophie Zhang, Senior Manager for Programs and Projects of World Tourism Cities Federation (WTCF), Member of UNWTO QUEST Advisory Board
• Dr. Jin Zhao, Secretary General of the Tourism Research Centre, Chinese Academy of Social Sciences

16.00 - 16.45
FUTURE GROUND MOBILITY PANEL

Transport systems at a turning point: Autonomous means of transport and the digital revolution, business models and mobility platforms for sharing, electric power systems, minibuses, rental bicycles, cable cars, etc. – we are entering a new age of mobility. Is the traffic collapse in cities avoidable? What are the consequences for business and leisure tourism? What should cities and rural areas with tourist attractions do now to make their transport systems fit for the future?
Moderated by: Birgitt Fehst, Moderator, Coach, Speaker
Panels:
• Wolfgang Auer, Deputy Director International Business Development, Doppelmayr Seilbahnen GmbH
• Stephan Pfeiffer, Head of Strategic Partnerships & Public Affairs, ioki (Deutsche Bahn)
• Christoph Weigler, General Manager Germany, Uber
Followed by ITB Ministers’ Roundtable: Future Ground Mobility: The Expansion Of Tourism Infrastructure – In Cooperation With MC Group –
WEDNESDAY, 6 MARCH 2019

ITB DEEP DIVE SESSIONS 1

11.00 – 11.45 BALTIC SEA CYCLE ROUTE: CONTINUOUS CYCLING WITHOUT LIMITS ON A HIGH QUALITY CYCLING ROUTE

Bicycle tourism will remain an important growth market in the coming years. The example of the Baltic Sea Cycle Route shows how improved coordination of international cooperation can lead to an optimization of offers and more effective marketing of the regions. Up-to-date, comprehensive empirical data for Denmark, Germany and Poland illustrate the status quo and provide the basis for Vision 2030, as well as insights into the continued strategic orientation of the Baltic Sea Cycle Route.

Moderated by Fong Choo Leong, Bicycle Tourism Officer, German Cyclists’ Association ADFC

Panels:
- Adám Bodor, Advocacy and EuroVelo Director, European Cycling Federation (ECF)
- Marta Chełkowska, Director, Tourism Department, Marshal Office Pomorskie Vovodeship, President of Pomorskie Tourist Board
- Jesper Perksen, Director, Danish Cycling Tourism
- Carolin Ristau, Marketing and Public Relations, Mecklenburger Radtour

12.00 – 12.45 OVERTOURISM: SMART CONTROL VIA DIGITAL TECHNOLOGIES

Digital technologies and smartphones can untangle streams of visitors. Visitors can be guided away during rush hours or from overvisited hotspots. What do effective technology solutions look like, and which data are required from which sources? What have been the experiences so far with the innovative apps on the market? Do users accept “smart recommendations”? Researchers and pilot users explain and discuss the potential of digital technologies.

Introductory presentation:
- Dr. Manuel Butler Halter, Executive Director, World Tourism Organization (UNWTO)
- Dr. Ko Koons, Associate Professor, CELTH/Breda University of Applied Sciences

Moderated by Dr. Ko Koons, Associate Professor, CELTH/Breda University of Applied Sciences

Panels:
- Dr. Manuel Butler Halter, Executive Director, World Tourism Organization (UNWTO)
- Geurte Udo, Associate Director Marketing Strategy, Amsterdam Marketing
- Joan Torrella, Managing Director, Turisme de Barcelona

13.00 – 13.45 OVERTOURISM – THE GLOBAL TOURIST’S VIEW

Overtourism is increasingly dampening the destination experience of international tourists. However, the specific tourist groups who perceive overtourism particularly negatively, the avoidance strategies they apply and the destination measures they might accept are all largely unexplored. The latest exclusive international study by Travelzoo and ITB sheds light on the darkness for the first time and provides destination managers with important decision-making aids in dealing with one of the biggest challenges in international tourism – both today and in the future.

- Sharry Sun, Global Head of Brand, Travelzoo

14.00 – 14.45 LATIN AMERICA FORUM: BECOMING AN INSTANT HIT WITH INSTAGRAM? MAKING AND “UNMAKING” OF A DESTINATION – NOT ONLY IN LATIN AMERICA

Selfies, tips and photos that spark yearning: how much influence do social media actually have on the popularity of countries and regions? Can blogs, videos and photo series “make” a destination or is it out of play? What do influencers actually influence in tourism? Are cities and tourist offices pursuing digital strategies, e.g. in response to overtourism? And why is Peru’s Rainbow Mountain becoming a disappointment for some tourists? Media and tourism experts will be discussing the rapid transformation of destination advertising in social media, YouTube and other platforms, taking Latin America as an example. What are the trends, and what changes are there for a “special destination”, beyond the overcrowded ones that feature in all the postings, to attract the attention of tourists?

Moderated by Andreas M. Gross, Chairman, ARGE Lateinamerika e.V.

Panels:
- Gycs Gordon, Director, Commercial Office of Peru
- Frank Grafenstain, Managing Director, neusta Grafenstein GmbH – experts in tourism marketing
- Ania Konieczko, YouTube, Podcaster, Blogger, Geh Mal Reisen
- Jewegei Patrouchew, Senior Tourism & MICE Consultant, PROCOLOMBIA
- Sarah Plack, Travel Blogger
- Daniel Schlegel, YouTube, Podcaster, Blogger, Geh Mal Reisen

15.00 – 15.45 MEKONG TOURISM FORUM: FILM TOURISM AND VISUAL STORYTELLING

– in cooperation with MTCC and PATA – Film has inspired millions to visit destinations. Learn from experts about the power of movie productions to user-generated videos and how they can be integrated into destination marketing. The event is covering how films and videos of professional filmmakers as well as user-generated short films and social media content have impacted tourism in destinations both positively and negatively, and how visual storytelling can drive change and educate about cultures and conservation. It will also be discussed what made the award-winning MekongMoments.com and the Mekong Mini Movie Festival so successful.

Welcome & Introduction: Gerrit Krueger, Managing Director, Chamäleon Strategies

Moderated by Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA)

Panels:
- Rob Holmes, Founder & Chief Strategist, GLP Films
- Jens Thraenhart, CEO, Mekong Tourism Coordinating Office (MTCC)
- John Williams, VP Business Development, BBC Worldwide

16.00 – 17.45 SUSTAINABLE FOOD & BEVERAGE MANAGEMENT IN DESTINATIONS

Sustainable food & beverage management can become the linchpin of sustainable destination development. In a completely redesigned supply chain, authentic, regional, sustainably-produced agricultural products such as wine or olive oil are offered or presented in hotels and on excursions. The results are more sustainable agriculture, improved customer experiences and product quality and higher local added value. The example of Crete shows how customers react to such offers, how local agriculture has been integrated and how hoteliers participate in the development.

Moderated by Andreas Koch, Managing Director, blueConic GmbH

Panels:
- Sotiris D. Bampagiouris, Co-Founder & CEO, LOCAL FOOD EXPERTS s.c.e
- Konstantinos G. Bouyouris, Co-Founder & Chief Projects Officer, LOCAL FOOD EXPERTS s.c.e
- Maria S. Valenga, Sustainability & Food Safety professional in Tourism, LOCAL FOOD EXPERTS s.c.e

GROSSER STERN, HONGKONG

11.00 – 12.00 DIGITALISATION AND VOICECONTROL IN THE HOTEL INDUSTRY

organized by Greenline Hotels

14.00 – 15.00 PRESS CONFERENCE: 100 YEARS OF BAUHAUS – HIGHLIGHTS FOR 2019

The great Centenary will be celebrated in 2019 with numerous activities across Germany. Under the motto “Rethinking the world” the Bauhaus Association in cooperation with regional, national and international partners facilitates the re-discovering of the Bauhaus’ historical testimonies as well as its importance for the present and the future.
MEETING POINT: BRANDENBURG GATE, BERLIN MITTE

07.00 – 08.00
GO RUN WITH ITB!
Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to slip into the role of a tourist, business starts at ITB Berlin. kick off your day in Berlin with a free social run each day at 7am. Starting and finishing at the centrally located Brandenburg Gate runners will enjoy a leisurely run with local guides passing by some famous landmarks like Lussernstat. This unique, healthy and green activity will not only show you a beautiful, hidden part of Berlin but also gives you an ample opportunity to connect with other sportive guests in an informal and casual setting. Pace: We will run in groups of 5 min/km., 6 min/km. and 6.30 min/km. ITB Berlin participants also enjoy a 10% discount on all private running tours in Berlin during ITB Berlin with the code: “RUNFIT” during checkout at www.gorunningtours.com/p/germany/berlin/
Contact Person: Stephen Moore, E.: gorunningtoursberlin@gmail.com

FUNKTURM LOUNGE (FAIRGROUNDS)

10.45 – 11.45
FROM BAUHAUS TO BACH
From Industrial Culture to Cultural Gardens: Destination Central Germany introduces its annual highlights.

HALL 4.1B, Booth 264

14.00 – 15.00
HAPPY HOUR MADAGASKAR: Responsible Travel
Madagascar is a paradise for nature and culture lovers. Let yourself be enchanted by Madagascar’s fascinating fauna and flora as well as its cultural diversity! We cordially invite you to our Happy Hour of the common booth “Madagascar: Responsible Travel and Authentic Experiences”. Meet local tour operators and associations with the focus on responsible tourism. Discuss the many possibilities of an authentic, responsible travel through the exotic island Madagascar. Enjoy typical delicacies from Madagascar in a relaxed atmosphere together with interesting conversations!

hall 4.1a, booth 107a (yig lounge)

16.00 – 16.45
ANTIMOBBINING TRAINING FOR SCHOOL TRIPS AND YOUTH TRAVEL: USE SOCIAL-PSYCHOLOGICAL EFFECTS AGAINST MOBBING AND RACISM
Thorsten Kröber, Helden e.V.

HALL 4.1A, CENTRAL STAGE (BIG STAGE)

13.00 – 14.00
WYSE CONFEDERATION
Lifestyle marketing for youth travel and hospitality
Every brand has a story to tell, but not every story is interesting to millennials and gen Z travellers. Influencers, brand ambassadors, experiential marketing gurus, and creative digital agencies are all at your disposal, but what actually works? Listen to some of the brands getting it right when it comes to lifestyle marketing, co-creation, UGC, and ultimate travel and hospitality experiences for young travellers.
Moderated by: David Chapman, Director General, WYSE Travel Confederation

14.15 – 15.30
Fraktion Die Linke, Deutscher Bundestag
organized by Fraktion DIE LINKE, German Federal Parliament

TRAVEL EDUCATES
In earlier years, school trips were common in Germany. Nowadays, there are diverging regulations in each of the German Federal States. It is not granted anymore that each pupil will be able to take part in such a trip at least once during their school days. School trips are not only fun but also an important part of education. Intention of Die Linke is to secure that all pupils will be able to take part in a school trip on a regular base – independent from how wealthy their parents are.

Moderated by: Fr. Kastner, Die Linke
Panelists:
• Helmut Hoffer, Chairman of Kultusministerkonferenz, Minister for Education, Youth and Sport in Thuringia
• Hans-Dieter Heine, Chairman BundesForum Kinder- und Jugendreisen
• Oliver Engelhardt, DHB Unterweser-Ems, member Bündnis Schul- und Klassentreffen
• Bernd Dohn, Managing Director Deutsches Jugendherbergswerk
• Yvonne Nægel, Manager Jugendherberge Ravensbrück

HALL 4.1B, ADVENTURE STAGE (SMALL STAGE)

17.00 – 19.00
ADVENTURE CONNECT: ITB BERLIN 2019
FORWARD – LEADING THE WAY
AdventureConnect will put focus on taking action and shaping a desired future of our adventure travel industry. The event, in partnership with Panama, seeks to engage participants in an open dialogue about the realistic contribution that all of us — from individual entrepreneurs to large destinations — can make to address some of the challenges our industry is facing with. In an untraditional format, we will seek to build on the messages communicated by ATTA CEO Shannon Stowell in his closing keynote at the 2018 Adventure Travel World Summit in Tuscany who called for the adventure travel industry to lead in changing the social norms of how people travel in general. To take the next step we will explore specific tactics for positive impact and will discuss best practices and lessons learned from peers in our industry. We will rely on an active dialogue with all participants to exchange ideas and initiatives we can support jointly. AdventureConnect will include a dynamic interactive networking session.

by invitation only – please register beforehand at the ATTA website: www.adventureravel.travel/adventureconnect/itb-berlin-2019

10.00 – 10.30
OWNERSHIP OF THE LOCAL COMMUNITIES – A SUCCESSFUL TOURISM PRODUCT
Relatively new in tourism for years, working in tourism or the service sector was not seen as a job to be proud of somewhere in the late ‘90s. With the opening of the country and the growth of the tourism industry, the opportunities started attracting many new labors, but the rural areas remained neglected. As adventure tourism started getting introduced in and around rural communities, the main job of the developers was to quickly involve the locals to assure acceptance and learning from mistakes and other examples. The Jordan Trail creation was based on those principles. Now many locals protect, repair and feel proud of being the trail itself.
This is a talk to discuss challenges and success stories and the importance of partnership at all the levels to ensure sustainability of the trail, the income and the fun of the visitors.

Hakim Tamimi Mariño, Department Head, Adventure Tourism Unit, Jordan Tourism Board; Jordan
Günter Koschwitz, Head of Audit and Development, TourCert; Germany
Thorsten Kröber, Helden e.V.

10.30 – 11.00
PANEL DISCUSSION: Authentic travel experiences through community-based tourism
The focus of the panel is to draw attention to the topic of community-based tourism. It gives an overview of what exactly community-based tourism is and how it can be clearly distinguished from other tourism offers, especially through the TourCert sustainability certification.
The discussion will highlight the added value for communities and travel industry partners, using examples in Ecuador. The VSocial Foundation and TourCert would like to motivate the travel industry to work with them to support communities on their way to sustainable tourism.

• Günter Koschwitz, Head of Audit and Development, TourCert; Germany
• Susana Cerón Baumann, VSocial Coordinator and CSR Manager, Ventura Travel; Germany
11.00 – 11.30

CHANGING THE STORYTELLERS THROUGH COMMUNITY-BASED TOURISM

Travellers today are seeking more meaningful experiences as they roam the world by taking the road less travelled; they want to be moved and want to know that they are leaving behind a positive impact. Baraka is dedicated to creating meaningful travel experiences that bring value to both travellers and local communities, who are often marginalized and left out of the tourism supply chain. Join Muna Haddad to hear about Baraka’s community driven destination development approach which, in a long story of 10th Gaia, a small village north of Jordan, which grew to employ over 100 locals, has attracted over 3,000 tourists, and is continuously validating the local culture by sharing their stories with curious travellers.

Hear about the Meaningful Travel Map, commended as an innovative approach in sustainable tourism by the New York Times, and our tourism clinics that are shifting charity driven local enterprises to become viable tourism businesses.

Muna Haddad, Founder and Chief Executive Officer, Baraka Destinations; Jordan

11.30 – 12.00

THE LAST UNKNOWN LAND – ADVENTURE AND WILDLIFE WATCHING TOURISM IN THE KHAVROVSKY KRAI, FAR EAST OF RUSSIA

The presentation introduces a little known destination of the adventure and wildlife watching tourism in the Khabarovsk Krai – a territory in the Far East of Russia. And invites you to a long trip in a really wild open area with the option to wildlife watching, ethnic tourism, expeditions for photographers and film makers specializing in wildlife. More than 66% of the area is covered by forest, the highlands dominate more than 70% of the territory. The coast length is about 2,500 km. The river network of 206,823 rivers and creeks has a total length of 533,693 km. The population is only 1,328,302 people (less than 2 people on 1 km²).

• Vladimir Chebanov, Founder and Managing Director, World of Adventures; Russia

12.00 – 13.00

THE DOMINICAN REPUBLIC – A NATURE AND ADVENTURE PARADISE

Cultural Prelude with Merengue Music and Dance, UNESCO Intangible Cultural Heritage of Humanity

The Dominican Republic boasts 1,600 km of coastline and 600 km of breath-taking beaches. With meanwhile 29 blue flags, the Caribbean island is proud to be able to offer cleanliness and security to 6.6 million travellers from all over the world.

Along the coast, visitors can enjoy a variety of 30 national parks and protected areas. One of them is the desert-like landscape of Monte Cristi National Park in the west, where limestone mesa tower more than 200 m above the Atlantic Ocean. Los Haitises National Park is an exceptional experience along the bay of Samaná in the north-east. Up to 2,000 humpback whales migrate to Samaná Bay every year between January and March. Since 2010, the Dominican Republic Tourist Board has been running the award-winning online campaign “Whale Whisperer” once a year in order to promote ecotourism and Los Haitises.

The “Whale Whisperer” is an ambassador of the humpback whales, sharing amazing stories, videos and photos on the blog whalewhisperer.do.

• Francisco Javier García, Minister, Ministry of Tourism, Dominican Republic
• Petra Cruz, Director Europa, Dominican Republic Tourist Board; Germany
• Elnasar Mai, Biologist and Journalist; Germany

13.00 – 14.00

PARTNER COUNTRY MALAYSIA

Cultural fondue – authenticity in diversity

Experiential travel is a form of tourism in which people focus on experiencing a country, city or particular place by actively and meaningfully engaging with its history, people, culture, food and environment. Malaysia with its unique cultural make-up and key historical role in the region is rich in story and big on authenticity. The country is a melting pot of cultures; past and present collide creating a unique experience that can’t be found in any other region in Asia.

• Nickel Wong, Hon. Secretary General, Malaysian Association of Tour and Travel Agents (MATTA); Malaysia

Sarawak – More to discover

Cultural performance by Kumpulan Keludsaunya (KKES) Sarawak Cultural Group

A beautiful land set against the fascinating backdrop of history and mystery, culture, festivals and food. Sarawak is rich with adventure and nature, gigantic caves 80 million years in the making, orangutans and proboscis monkeys, underwater jungles and towering rainforests, longhouses, idyllic highlands and the acclaimed Rainforest World Music Festival.

• Benedict Jimbau, Marketing Director, Sarawak Tourism Board; Malaysia

14.00 – 14.30

BORNEO, ONE DESTINATION, THREE COUNTRIES – WHERE CULTURE AND NATURE BLEND

Borneo, the world’s third largest island, accounts for just 1% of the world’s land, yet holds approximately 6% of global biodiversity in its rich, tropical forests. Its species range from the distinct Bornean orangutans and elephants to the giant pitcher plants and Rafflesia flowers. The Heart of Borneo (HoB) refers to the main part of the island where forests remain intact. HoB, not just a treasure of biodiversity, is also a source of life and livelihood, providing ecological services for at least 11 million people and home to a million indigenous Dayaks. Local communities continually preserve their nature and remain loyal to their beliefs and local wisdom. Learn about the protection of honey bees and the precious forest honey. “Where Nature and Culture Blend”, theme of WWF – HoB program, is ecotourism that combines biodiversity and local wisdom.

• Ary Suhandi, Executive Director, Indonesian Ecotourism Network (INDECON); Indonesia

14.30 – 15.00

STATE OF VERACRUZ, MEXICO – ON THE PATH OF REGENERATIVE TOURISM

And the way we want the world to get to know this beautiful state in Mexico is through the concept of Regenerative Tourism. The care of this new type of vision is a totally new paradigm, the opposite of massive tourism. We want the visitor to reconnect with three main entities: with own self, with the others and with nature. To achieve this, the tourist needs to live transforming experiences; and this is what we offer through indigenous tourism, rural and social tourism, gastronomical tourism and eco-adventure tourism as diving, hiking or rafting. To be on the regenerative path, you need to give back more than you receive.

• Xarení Favela Lorsch, Managing Director, Puerto Lobos Dive Camp; Mexico

15.00 – 15.30

THE WESTERN BALKANS – AUTHENTIC CULTURE MEETS ADVENTURE

Over the last decade, the countries in the Western Balkans have strived to make the most of these strengths through camaraderie and by promoting responsible travel. A chief method of cooperation has been to utilise cross-border trails, cycling paths, and historic routes. Among the most recognizable cross-border corridors in the region is the Via Dinarica mega-hiking trail, traversing Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Serbia, Kosovo, and Macedonia. The Trans-Dinarica, a mountain-biking path, mirrors the Via Dinara. With each path, trail, and route, the goal is multi-faceted yet simple: provide travellers with the best possible level of authenticity; create sustainable ways for residents to make a living and show pride; and develop the tourism landscape in a way that honours both the culture formed over many millennia and the natural environment, for which we must all serve.

• Thierry Joubert, Managing Director, Green Visions; Bosnia and Herzegovina / The Netherlands
• Alex Cebotaru, External Expert for Media Outreach, Regional Cooperation Council (RCC) Triple P Tourism; Bosnia and Herzegovina

16.15 – 16.45

EXPERIENCE SUSTAINABILITY

How can travellers easily and effectively contribute to environmental and climate protection? How can your business, regardless of its size, become sustainably active and support your travel guests in doing the same? Travel & Plant presents individual concepts adapted to your business. Together with our ecological partners, we support reforestation programs, worldwide that lead to robust and resilient mixed woodlands. A bridge is being built between tourism and sustainability. It is a special experience to choose your individual project and to see what you and your travel guest have achieved together.

• Pascale Jarlman, Freelancer, Travel & Plant; Germany
• Katja Ladage, Managing Director, Travel & Plant; Germany

16.45 – 17.15

DOMINICA – STRIVING TOWARDS CLIMATE RESILIENCE

The Caribbean island of Dominica is known for its natural environment as well as for being home of the last indigenous people and many rare animals and plants. Sustainable tourism has been practised since the beginning. Dominica has been awarded one of ten ethical destinations three times in consequence by Ethical Traveler (2015, 2016 and 2017). Hurricane Maria razed the island severely in September 2017. Almost 90% of all buildings were damaged. Rainforests were destroyed and all nature sights affected too. Today, Dominica is facing the challenges of recovery, the way back to tourism and of climate-resilient building. In keeping with the vision of Dominica to become the world’s first climate resilient nation, the Government of Dominica has started a series of measures. The presentation will focus on the plastic ban of single use plastics effected by 1 January 2019, the new Tourism Policy and the implementation and work of the Climate Resilient Execution Agency for Dominica (CREAD).

• Colin Piper, Chief Executive Officer and Tourism Director, Discover Dominica Authority; Dominica
CSR PROGRAM

THURSDAY, 7 MARCH 2019

17.15 – 18.00 PANEL DISCUSSION
CARE we care – Enabling sustainability together, locally and worldwide
Who has to take on responsibility for a sustainable tourist offer? Is it the consumer only, the provider or is shared responsibility the best solution? What’s the “willingness to pay” from customer side? Where are main barriers for integration in the payment and booking process from the perspective of a tourism company? With the program “myclimate CARE We Care”, we will showcase an innovative new solution, which has the potential to change tourism in Switzerland and beyond in a more sustainable way. The program enables, with a new and simple mechanism, local sustainable action as well as international climate engagement including the commitment of customers and providers.

Moderated by: Fritz Lietsch, Editor in Chief; Forum Nachhaltig Wirtschaften; Germany

• Simone Gruber, Research Assistant, Institute of Natural Resource Sciences; School of Life Sciences and Facility Management; ZHAW Zurich University of Applied Sciences; Switzerland
• Urs Wohlen, Chief Executive Officer of Niesen Bergbahnen, former Tourism Director of Engadin Naireregion; Switzerland
• Kai Landwahr, Head of Marketing and Press Officer, myclimate; Switzerland

myclimate Awards – Celebrating Forerunners in Sustainable Tourism
After the panel discussion, myclimate will honour four sustainability forerunners in tourism with the myclimate Awards

Followed by Get-together with climate friendly drinks

Hall 5.3, Booth 103

16.30 – 18.00 COCO PALM DHUNI KOLHU: 20 YEARS SUSTAINABLE ISLAND RESORT: MEET THE FOUNDER FAMILY
Since more than 20 years Coco Palm Dhuni Kolhu has stood for authentic and ecologically luxury in the Maldives. In harmony with the surrounding nature Coco Palm Dhuni Kolhu offers a five-star lifestyle and authentic Maldives moments to perfection. The resorts fully-equipped marine turtle rescue center – the first on the Maldives – has laboratory and surgical facilities as well as a full-time resident turtle-veterinarian and can accommodate up to eight turtle patients at the time. Please meet Director Hussain Hilmy one of the four Maldivian founders who were already pioneers in the industry in 1998 with their focus on sustainability and the islands’ environment. Two of their daughters, Marketing Director Shafa Shabeer and her sister Marketing Coordinator Zina Bencheikh and their father’s business partner Dr. Stephan Gellrich from myclimate will be pleased to meet you.

HALL 7.1B, eTRAVEL LAB

11.30 – 12.00 THUMB-STOPPING SOCIAL STORYTELLING
The daily consumption of huge amounts of data is creating a glut of information. Which stories can still manage to whet the appetite? Industry-leader National Geographic reveals best practices for social storytelling.

• Andrew Nelson, Director Editorial Projects, National Geographic Travel

HALL 7.1B, eTRAVEL STAGE

11.00 – 11.30 BEST PRACTICES FROM THE EUROPEAN CAPITALS OF SMART TOURISM
With this new initiative the European Union aims at fostering smarter tourism in the fields of accessibility, sustainability, digitalisation and culture. Get inspired by the European Capitals of Smart Tourism, Helsinki and Lyon!

• Jukka Pumäki, Senior Advisor, City of Helsinki
• Blandine Theinet, Promotion Manager, ONLYLyon Tourisme et Congrès

17.00 – 17.30 OVERTOURISM & THE INFLUENCE OF SOCIAL MEDIA: WHEN TOURISTS ARE MORE CURSE THAN BLESSING
Overtourism: How does it arise and what effects does it have? How much influence do social media have? How can regions and companies deal with overtourism? Not only on site but also via digital channels before trips to such destinations begin?

• Kristine Honig, Consultant, Tourismuszukunft
• Andrea Schneider, Consultant, Tourismuszukunft

HALL 19, PALAIS AM FUNKTURM, AWARD STAGE

11.00 – 12.00 LGBT+ SEMINAR & ITB LGBT+ PIONEER AWARD
Human Rights as a tourism success driver: How does LGBT+ Tourism help developing the overall success of a tourism destination?
To respect human rights is a global obligation which is not always fully met. Tourism can be a door opener and a force for good. Which steps are necessary and useful?

Welcome note: Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

Opening Speech: Derek Hanekom, Hon. Minister of Tourism; South Africa

Moderated by: Thomas Böhmke, Managing Director of Diversity Tourism GmbH, LGBT Consultant of ITB Berlin, Germany

Special Guests:
• Nikolaus Graf Lambsdorff, German Ambassador in Malaysia
• LGBT+ asylum seekers from Malaysia in Germany

Panelists:
• Michael Kajubi, Managing Director, Multiblen Tours and Travel; Uganda
• Dr. Stephan Gellrich, Lead of LGBT+ Network “Pride at Accenture” in Germany, Austria, Switzerland and Russia
• LoAnn Halden, Vice President, Communications, IGLTA; USA
• Theresa Quiachon, researcher, Living – Human Rights & Responsible Business; Germany
• Helmut Metzner, Bundesvorstand, LSVD; Germany

Followed by ITB Award Ceremony: ITB LGBT+ PIONEER AWARD

Laudation by: Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

13.00 – 14.00 2ND EDITION: GENDER EQUALITY IN TOURISM
Access Barriers and Working Conditions of Women in Tourism
Women’s rights are an essential part of the UN Sustainable Development Goals. The seminar will discuss the various barriers women have to face working in tourism all over the world and how to overcome these barriers.

Welcome note: Eliza Reid, First lady of Iceland

Moderated by:
• Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

• Prof. Dr. Claudia C. Brözel, Tourism Industry and Marketing, Master Program Sustainable Tourism Management

13.10 – 13.20 GLOBAL REPORT ON WOMEN IN TOURISM, SECOND EDITION – COMPILED BY UNWTO, GIZ, UN WOMEN, WORLD BANK & ANADEUS

• Marina Distallevi, Head – Ethics, Culture and Social Responsibility

13.20 – 13.30 MASTER THESIS: WOMEN IN LEADERSHIP POSITIONS

• Isabella Prior, Marketing Coordinator, Malta Tourism Authority, Germany

13.30 – 14.00 PANEL: GENDER EQUALITY IN TOURISM

Panelists:
• Zina Bencheikh, Regional General Manager Europe, Middle East and North Africa, PEAK Destination Management Company; Morocco
• Myriam Barros, President, Association of the chambermaids “Las Kellys”, Lanzarote; Spain
• Michelle Kristy, SHETrades Initiative, International Trade Centre (United Nations/World Trade Organization); Switzerland

THURSDAY, 7 MARCH
THURSDAY, 7 MARCH 2019

14.00 – 15.00
4th “CELEBRATING HER AWARD” OF THE INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM INDIA (IPT INDIA) & ITB BERLIN
“CELEBRATING HER” AWARD CEREMONY

The 4th IPT India Global Awards, “Celebrating Her”, acknowledge and felicitation exceptional women in the fields of travel, tourism and hospitality.

Greetings: Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

Introduction: Ajay Prakash, President, International Institute for Peace through Tourism; India

Moderated by: Anita Mendiratta, Founder & President of CACHET Consulting, Special Advisor to Secretary General, UNWTO

Special guests:
- Eliza Reid, First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals
- Taib Rifai, former Secretary General UWTSD; Jordan
- Marie-Christine Stephenson, Minister of Tourism and Creative Industries (MTIC); Haiti

Panelists:
- Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development
- Lutz Möller, Deputy Secretary General and Head of Department for Sustainable Development, Science of the German Commission for UNESCO

Winners TO DO Award 2019: International Contact for Socially Responsible Tourism, which puts emphasis on community-based practices.

For the 3rd time, the Institute, in cooperation with the Roundtable of Human Rights in Tourism and Studiosus Reisen Munich, will also hand out the TO DO Human Rights in Tourism Award under the patronage of the German Commission for UNESCO.

Moderated by: Nadine Kreutzer, moderator; Germany

Keynote TO DO Award:
- Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development

Keynote TO DO Award Human Rights in Tourism:
- Dr. Lutz Möller, Deputy Secretary General and Head of Department for Sustainable Development, Science of the German Commission for UNESCO

Winners TO DO Award 2019:
- Awamaki, Peru (represented by Melissa Tola Chepote)
- Open Eyes Project, India (represented by Anna Alamand

Award winner TO DO Award Human Rights in Tourism 2019:
- Las Kellys, Spain (represented by Myriam Baron)

Followed by a reception with buffet

HALL 21 B, MEDICAL TOURISM PAVILION

11.00 – 12.00
PANEL DISCUSSION:
Challenges of social and cultural diversity for medical Tourism destinations and medical travelers

Moderated by: Laszlo Puczko, Director of Industry Intelligence, Resources for Leisure Assets

Panelists:
- Shereen Azzi, Chief Executive Officer, Malaysian Healthcare Travel Council (MHTC)
- Sudharth Dominic, Managing Director, CGH Earth Health & Wellness
- Sigrid de Mazzieres, Director Gulf Countries, German National Tourist Office (GNTB)

12.00 – 12.30
CGH EARTH
Importance of ayurvedic pancharakha treatments in chronic conditions

Dr. Karon Jouhar, Chief Medical Officer, Kalari Kovilakom

14.15 – 16.30
PATWA INTERNATIONAL TRAVEL AWARDS

16.30 – 18.00
TO DO AWARD 2019 – CONTEST SOCIALLY RESPONSIBLE TOURISM

The Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e.V.) will present the winners of the TO DO Award 2019 – International Contact for Socially Responsible Tourism, which puts emphasis on community-based practices.

For the 3rd time, the Institute, in cooperation with the Roundtable of Human Rights in Tourism and Studiosus Reisen Munich, will also hand out the TO DO Human Rights in Tourism Award under the patronage of the German Commission for UNESCO.

Moderated by: Nadine Kreutzer, moderator; Germany

Keynote TO DO Award:
- Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development

Keynote TO DO Award Human Rights in Tourism:
- Dr. Lutz Möller, Deputy Secretary General and Head of Department for Sustainable Development, Science of the German Commission for UNESCO

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Award winner TO DO Award Human Rights in Tourism 2019:
- Las Kellys, Spain (represented by Myriam Baron)

Followed by a reception with buffet

HALL 21 B, MEDICAL TOURISM PAVILION

11.00 – 12.00
PANEL DISCUSSION:
Challenges of social and cultural diversity for medical Tourism destinations and medical travelers

Moderated by: Laszlo Puczko, Director of Industry Intelligence, Resources for Leisure Assets

Panelists:
- Shereen Azzi, Chief Executive Officer, Malaysian Healthcare Travel Council (MHTC)
- Sudharth Dominic, Managing Director, CGH Earth Health & Wellness
- Sigrid de Mazzieres, Director Gulf Countries, German National Tourist Office (GNTB)

12.00 – 12.30
CGH EARTH
Importance of ayurvedic pancharakha treatments in chronic conditions

Dr. Karon Jouhar, Chief Medical Officer, Kalari Kovilakom

14.15 – 16.30
PATWA INTERNATIONAL TRAVEL AWARDS

11.25 – 11.45
BEST PRACTICE – BIOFEEDBACK: APPLICATIONS IN THE SPECIALIZED WELLNESS HOTEL INDUSTRY

The term biofeedback or biofeedback training – is a medical device with the biological body functions that can not normally be consciously perceived, such as pulse rate, blood pressure, mental values and muscle tension, are made visible to the user. Diana Sicher-Fritsch has developed a method that enables her hotel guests to influence these body functions within a short time. Diana gives an insight into how biofeedback can integrate working with specialized wellness hotels.

- Diana Sicher-Fritsch, Life Coach & Mental Coach, Mentalspa Resort Fritsch am Berg, Gesundheitszentrum Denk-Art

13.00 – 13.25
BEST PRACTICE – MENTAL WELLNESS: A FURTHER STEP TO AN HOLISTIC LIFESTYLE APPROACH

According to the World Health Organization (WHO), mental health includes “subjective well-being, perceived self-efficacy, autonomy, competence, inter-generational dependence, and self-actualization of one’s intellectual and emotional potential, among others. Mental health is a level of psychological well-being or an absence of mental illness – the “psychological state of someone who is functioning at a satisfactory level of emotional and behavioural adjustment”. From the perspectives of positive psychology, mental health may include an individual’s ability to enjoy life, and to create a balance between life activities and efforts to achieve psychological resilience. As a certified mental coach and life coach, Diana Sicher-Fritsch has developed a health model for this purpose. Together with her guests during the stay at the Mentalspa Resort Fritsch am Berg am Bodensee she successfully implements everyday lifestyle changes.

- Diana Sicher-Fritsch, Life Coach & Mental Coach, Mentalspa Resort Fritsch am Berg, Gesundheitszentrum Denk-Art

15.00 – 15.25
OPENING AND KEYNOTE

Keynote: Norbert Barthle, M.P., Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)

15.25 – 15.45
OUR PARTNERS IN DIALOGUE – TOURISM IN TUNISIA: TOWARDS NEW STRENGTH?

What is necessary to make Tunisian tourism a stable pillar of the national economy? What expectations do the Tunisian government and tourism industry have of each other and of German development cooperation?

Moderated by: Sarah Schwegpe, Country Manager Tunisia, GIZ

Panelists:
- Hon. René Trabelsi, Minister of Tourism and Handicrafts; Tunisia
- Norbert Fiebig, President, German Travel Association (DHV)

16.00 – 16.45
GERMAN OUTBOUND TRAVEL HAS IMPACT! WHAT RESPONSIBILITIES IS THE GERMAN GOVERNMENT BEARING?

The Germans travel – and more than ever to developing and emerging countries. This entails a particular responsibility as tourists flows from Germany contribute to changes in the destination. In most cases, these effects can be positive and negative. How can tourism strengthen sustainable development in other parts of the world and promote social stabilization? What contribution can the German Government make to sustainable tourism that strengthens the positive effects of the sector and reduces its risks to a minimum?

Moderated by: Marliese Kalhoff, Managing Director & Publisher, FVW – Magazine for Tourism and Business Travel

Panelists:
- Thomas Barei, M.P., Parliamentary State Secretary, German Federal Ministry of Economic Affairs and Energy (BMWi), Federal Government Commissioner for Tourism
- Norbert Barthle, M.P., Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)
- Rita Schwarzelühr-Sutter, M.P., Parliamentary State Secretary, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
Bicycle tourism is booming and is an integral part of German active tourism!

The ADFC Travelbike Cycling Tours Analysis will provide information about excursion patterns and will reveal which bike routes and regions have been holidays and leisure time, what the regions should be prepared for and what impact electric bikes are having. In addition, Travelbike Cycling Tours Analysis will reveal the answers. It will also show what other activities are combined with cycling.

Which routes and regions have won over bike travelers? And which ones will they want to head to in 2019? The ADFC – TRAVELBIKE – BICYCLE TRAVEL ANALYSIS 2019 will help answer these questions.

In cooperation with global and regional stakeholders, such as UNESCO and the Mekong Tourism Coordination, German development cooperation supports tourism destinations in preserving cultural assets, conserving natural resources with climate change as well as the social challenges of tourism. It is of utmost importance to exploit the positive effects by using the right instruments and to counter the negative effects proactively.

Moderated by Monika Jones, International Conference Moderator, DW Business Anchor

Panelists:
- Dr. Soudaphone Khamthavong, Deputy Director, Department for Information, Culture and Tourism, Luang Prabang Province; Lao PDR
- Peter DeBrine, Senior Project Officer, UNESCO World Heritage Centre, UNESCO Paris
- Jens Thraenhart, CEO, Mekong Tourism Coordinating Office (MTCO)
- Dr. Andreas Hofmann, Programme component Manager, GIZ; Lao PDR

ITB MARKETING & DISTRIBUTION DAY

16.00 – 16.45 ITB NEW LUXURY PANEL: SENSOR TECHNOLOGY, HAPPINESS AND LUXURY

The tourism industry has experienced a paradigm shift: the perception of luxury has shifted from material into immaterial dimensions. What’s relevant today is space and time, remoteness and individuality, “being” instead of “having”. Tomorrow will be more about “inner experiences” — i.e. spirituality, happiness and the journey to one’s own self — rather than “external events”. The new luxury customer is looking for meaning and wisdom, significance and sensuality. Deep experiences involve all five senses and result in happiness. Luxury has reached the level of sensor technology and happiness. What does this mean with regard to designing offers in the hotel and tourism industry? What will luxury products look like in the future and what design skills will be required?

Moderated by Marc Aeberhard, Owner, Luxury Hotel & Spa Management Ltd

Panelists:
- Katrin Herz, General Manager, Al Bustan Palace, a Ritz-Carlton Hotel
- Prof. Dr. Monika Imschloß, IFH Junior-Professor of Marketing and Retailing, University of Cologne
- David Kikillus, Gourmet Chef
- Dr. Hà Vịnh Tho, former Program Director, Gross National Happiness Centre Bhutan & Founder, Eurasia Learning Institute for Happiness and Wellbeing

GROßER STERN / ROOM HONGKONG

10.30 – 11.00 ADFC – TRAVELBIKE – BICYCLE TRAVEL ANALYSIS 2019

Bicycle tourism is booming and is an integral part of German active tourism! Which routes and regions have won over bike travelers? And which ones will they want to head to in 2019? The ADFC Travelbike Cycling Tours Analysis will reveal the answers. It will also show what other activities are combined with cycling holidays and leisure time, what the regions should be prepared for and what impact electric bikes are having. In addition, the Analysis will provide information about excursion patterns and will reveal which bike routes and regions have been honoured for their quality.

- Louise Böhler, German Cyclists’ Federation (ADFC)
- Frank Hofmann, German Cyclists’ Federation
FRIDAY, 8 MARCH 2019 – INTERNATIONAL WOMEN’S DAY

MEETING POINT: BRANDENBURG GATE, BERLIN MITTE

07.00 – 08.00 GO RUN WITH ITB!
Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to slip into the role of a tourist bevor business starts at ITB Berlin, kick off your day in Berlin with a free social run each day at 7am. Starting and finishing at the centrally located Brandenburg Gate runners will enjoy a leisurely run with local guides passing by some famous landmarks like Luiseninsel. This unique, healthy and green activity will not only show you a beautiful, hidden part of Berlin but also gives you an ample opportunity to connect with other sportive guests in an informal and casual setting.

Pace: We will run in groups of 5.30 min/km, 6 min/km and 6.30 min/km.

ITB Berlin participants also enjoy a 10% discount on all private running tours in Berlin during ITB Berlin with the code: “RUNITB” during checkout at www.gorunningtours.com/p/germany/berlin/

Contact Person: Stephen Moore, E.: gorunningtoursberlin@gmail.com

10.00 – 10.30 PANEL DISCUSSION ON OVERTOURISM

Organized by: Verband der Studienreiseleiter (Federation of Study Trip Tour Guides)
Moderated by: Roswitha Schlesinger

11.00 – 11.30 EMPOWERING WOMEN THROUGH TRAVEL

• Kelly Galaski, Planeterra Foundation

14.00 – 14.30 NO BYSTANDERS HERE: THE POWER OF COMMUNITY IN KEEPING TRAVEL SAFE

• Walker Pappin, Vagabond

15.00 – 15.30 HERSTORY—WHY IT PAYS TO WRITE A NEW CHAPTER + SUPPORT WOMEN IN TRAVEL AND TOURISM

• Kim Whitaker, Once Youth Hostels

HAL 4.1A, YIG LOUNGE

10.00 – 10.30 PANEL DISCUSSION ON OVERTOURISM

Organized by: Verband der Studienreiseleiter (Federation of Study Trip Tour Guides)
Moderated by: Roswitha Schlesinger

16.00 – 16.45 ANTI-MOBBLING TRAINING FOR SCHOOL TRIPS AND YOUTH TRAVEL: USE SOCIAL-PSYCHOLOGICAL EFFECTS AGAINST MOBBING AND RACISM

• Thorsten Kröber (Helden e.V.)

HAL 4.1A, BOOTH 107a (YIG Lounge)

11.00 – 11.30 TO TRAVEL FOR JOB & WORK ABROAD: NO CHILD-PROTECTION-RELATED SUBJECT?

The author Jessica Espinoza will present her research results regarding child protection and business travel. A panel discussion will follow, discussing the question what each one of us can do to protect children from sexual exploitation, especially in the frame of business travel.

Moderated by: Dr Carolin Stamm, Zukunft – Umwelt – Gesellschaft (ZUG) gGmbH

• Jessica Espinoza, author of the study Child Protection and Business Travel

• Kirsten Cibils, Quality Manager, DIF Business Travel

• Anja Turner, Vice President, Global Marketing & Events, BCD Travel

• Petra Kohls, Head of Department Development Policy Seminars and Voluntary Services, Bread for the World

12:30 – 13:30 DESTINATIONS IN THE BALANCE: GETTING IT RIGHT FOR VISITORS AND RESIDENTS

Panel discussion
The debate will focus on the key role cycling tourism can play in giving people the opportunity to enjoy natural and cultural landscapes, while benefiting local communities and ensuring that the negative impact of large numbers of visitors on these sensitive landscapes is limited.

Moderated by: Ádám Bodor, Advocacy and EuroVelo-Director, European Cyclists’ Federation (ECF), Belgium

11.30 – 12.00 CYCLING TOURISM DAY / 2ND EDITION 2019 – GRAN FONDO TOWARDS BIODIVERSITY CONSERVATION

Scenic cycling routes and trails through natural and cultural landscapes

Welcome and Introduction: Frank Hofmann, Deputy National Chairman, German Cyclists’ Association (ADFC); Germany

Launch of the new EuroVelo websites

• Ádám Bodor, Advocacy and EuroVelo-Director, European Cyclists’ Federation (ECF), Belgium

Cycling tourism “Made in Germany” – Developing scenic cycling routes through dramatization

The fact that cycling tourism is booming is no longer a secret. In Germany alone, there are more than 250 long-distance cycle routes. Today, cycling tourists have not only become more travel-experienced, but also more demanding. In order to design attractive destinations for them, it is crucial to invest in convincing product management. Creating themed cycling routes along natural and cultural landscapes, to cultural heritages or around specific themes or main topics is a great opportunity that should be considered.

• Louise Böhler, Head of Tourism, German Cyclists’ Association (ADFC); Germany

Panel discussion
The debate will focus on the key role cycling tourism can play in giving people the opportunity to enjoy natural and cultural landscapes, while benefiting local communities and ensuring that the negative impact of large numbers of visitors on these sensitive landscapes is limited.

Moderated by: Ádám Bodor, Advocacy and EuroVelo-Director, European Cyclists’ Federation (ECF), Belgium

12.30 – 13.00 DESTINATIONS IN THE BALANCE: GETTING IT RIGHT FOR VISITORS AND RESIDENTS

We reveal findings from a new report by Cornell University, EplerWood Int’l and the Travel Foundation, and consider how destinations can develop a balanced and sustainable approach, that accounts for both costs and benefits, and the views of residents and other stakeholders.

Introduced and moderated by: Graeme Jackson, Head of Partnerships, the Travel Foundation

Panelists:
• Alberto Bernard, Vice-president and Councillor for Tourism and Foreign Affairs for the Government of Tenerife

• Peter De Wilde, CEO, Visit Flanders

• Sofia Fotiadou, Research Manager, International Sustainable Tourism Initiative, Harvard T.H. Chan School of Public Health

• Megan Epler Wood, Managing Director of Sustainable Tourism Asset Management Program at Cornell University, Owner and Principal of EplerWood International
11.30 – 12.00 GEO-TOURISM DEVELOPMENT AND SPORTS ACTIVITIES IN LESVOS ISLAND UNESCO GLOBAL GEOPARK

The UNESCO Global Geoparks are territories with remarkable geological, biological and cultural heritage, which are managed under a holistic plan to support local development mainly through sustainable tourism. Geo-tourism is the new trend in environmental – alternative tourism. It promotes the value and individualities of the geological heritage of the regions, contributes to the protection and preservation of the natural and cultural environment, increases citizens’ awareness on climate change and sustainability as well as mobilizes local population to be part of an integrated social and economic sustainable development.

 GEO-IN is a cooperation project financed by E.U. INTERREG Greece-Cyprus that involves four insular Geoparks – three from Greece, namely Paloritis and Sitia from Crete isl., and Lesvos Island; and Troodos from Cyprus. In the frame of GEO-IN project Lesvos Island UNESCO Global Geopark developed sports tourism activities through the organization of sporting events throughout the island that provide visibility to Lesvos as a destination for outdoor activities and sports, both nationally and internationally.

• Dr. Ilias Valiakos, Knowledge & AdventureEDU Director, Communication Manager, Interreg Danube GeoTour Project, Nature and UNESCO Global Geoparks.
• Dr. Nicole Häusler, Chief Executive Officer, Betterfly Tourism; France
• Nadi Kreutzer, Business Development Director, TRAVEL Without Plastic; United Kingdom
• Kai Partale, General Manager, Benchmark Services

PANEL DISCUSSION – ADDRESSING CHILD PROTECTION CONCERNS IN TRAVEL & TOURISM AS A MATTER OF URGENCE

As the travel and tourism industry globally has witnessed an exponential growth in the past few years, the same has been happening in India. Undoubtedly, tourism has generated foreign exchange and created jobs, but at the same time it also provides a feeling of anonymity and opportunity for activities that are illegal in nature. Tourism promotion in varied forms of media, has placed greater emphasis on its leisure and recreational aspects without paying much attention to the adverse impact of unplanned, unmonitored tourism development in India. One such adverse impact is sexual exploitation of children in travel and tourism (ITB Berlin). Acknowledging that child sex offenders use travel and tourism facilities, the industry has a moral obligation to address SECTT. Transportation services are used by offenders to reach the destination. While planning to visit a tourism location in their own country or outside of the country, travelling child sex offenders, accesses the services of travel agencies and tour operators to plan the visit. Each of these steps from planning to the visit reaching the destination could be points of intervention by the tourism service providers. Tourism industry is thus in a unique position to address SECTT. The panel discussion will address the issues and trends related to SECTT as well as the challenges in the endeavor to protect children. The gravity of this matter will be illustrated by means of a case study on travelling child sex offenders in India. However, what are the steps than can be taken by tourism service providers and law-makers to curb this problem?

Moderated by NN, ECPAT – NL
• Joyatri Ray, Programme Coordinator, Society, Culture and Tourism Programme, Equitable Tourism Options (EQUATIONS); India
• Damian Brosnan, Program Manager, The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code), Thailand

SOLUTIONS

The travel industry, like the rest of the world, is finally waking up to the health, social and environmental problems that our collective love affair with plastic is causing. Plastic is a light, cheap and durable material, so it is hardly surprising it has been so widely adopted in an industry where price and portability are so important. But as awareness of the scale of the problem increases, legislation is passed to deal with and consumer expectation evolves, the travel industry must brace for the change and face these head on! This presentation will look at the current situation and how it has arisen. It will present some solutions that travel companies and hotels can implement to great effect. It will also examine some of the pitfalls and expensive mistakes that businesses have succumbed to by rushing in too quickly, without doing the right research. Finally, it will look to the future and how we as an industry can best cherish Earth’s natural and cultural landscapes.

• Rachel McCaffery, Business Development Director, TRAVEL Without Plastic; United Kingdom

10.30 – 11.00 SINGLE-USE PLASTICS IN THE TRAVEL INDUSTRY – RECOGNISING THE PROBLEM AND IMPLEMENTING EFFECTIVE SOLUTIONS

11.00 – 11.30 DONT WASTE, EAT! – REDUCING FOOD WASTE IN A SMALL ISLAND STATES

Seychelles as a small island nation struggles with sustainable waste management. Nearly 50% of the content of its landfill is made up of green and kitchen waste. 2018 recorded more than 350.000 annual tourist arrivals in Seychelles. With the support of Betterfly Tourism, the Seychelles Sustainable Tourism Foundation (SSTF) conducted preliminary research and found that food waste was on average 282 g/m², which is equivalent to 2,665 tons of food waste ending up at the landfill. In July 2018, the SSTF officially launched its “Don’t Waste, Eat!” Food Waste Reduction Program for hotels and restaurants, in cooperation with Betterfly Tourism, thereby directly contributing to Sustainable Development Goal (SDG) 12.3. This event will explain the methodology and EDGAR software used for the program and outline some of the activities and first results. Hotel partners from Seychelles will give their testimony what they have done and how they will do it.

• Diana Körner, Sustainable Tourism Consultant, Seychelles Sustainable Tourism Foundation; Seychelles
• Hubert Vendeville, Chief Executive Officer, Betterfly Tourism; France
• Hotel partners

11.30 – 12.00 DISCOVER THE DANUBE GEOEUTOUR

UNESCO Global Geoparks are unique, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. One of the focal missions of the Geoparks is to raise awareness of the significance of its geological heritage – among tourists and local communities. The Danube Geotours is a geo-touristic offer that takes visitors through all eight Geoparks of the Danube region. Discover the geological, natural and cultural treasures and the numerous leisure activities along one of the largest rivers in Europe! Experience the Danube’s largest scenic canyon and the rich mining heritage of our ancestors, try authentic local cuisines, learn about the legends of giants and dragons and listen to the stories folklore has to tell about millions of years old seas and landscapes.

• Oliver Gulas, Communication Manager, Interreg Danube Geotour Project, Nature and UNESCO Global Geopark Styrian Eisenwurzen, Austria

13.30 – 14.30 MALAYSIA – WHAT AN ADVENTURE!

Over 2018, Cleardays / ITB Berlin News editor-in-chief Richard Barnes spent five weeks travelling all around Malaysia on a comprehensive fact-finding tour for TourRadar.com - the Tourism Media Asset Base put together for Tourism Malaysia as part of their partnership with ITB Berlin Official Partner Country project in 2019. He visited a number of national parks, including Taman Negara, Royal Belum, Hulu, Balik, Krabangtangan, … the list goes on. One of his self-imposed missions was to try to uncover the truth about the destruction of Borneo’s forests and the dwindling Orang-utan populations. He discovered that this is still today remain more untouched than virtually anywhere else on the planet, and thanks to the ancestry of a number of locations as UNESCO World Heritage, as well as the enforcement of protection of national parks – and limiting of numbers of visitors, look like remaining so for a long time to come. “There are places where you feel as though you are the only humans in the forest,” says Barnes, who will relate his experience through his eyes, in his words, during a talk and slide-show on the Adventure Stage.

including cultural performances + videos
• Richard Barnes, editor-in-chief, Cleardays, ITB News; France
12.30 - 13.30 THE MANY FACETS OF ASTRO-TOURISM - FROM CULTURAL TO RESPONSIBLE NATURAL TOURISM

Stars and the universe have fascinated human beings since thousands of years. Nowadays, however, the real night sky is no longer visible to many people as fainter stars, the faint glow of the Milky Way or the zodiacal light, the dust in our solar system, can be seen by the naked eye. 60% of Europeans and 80% of North Americans can’t see any longer the Milky Way. Since some years, a few places in populated areas, where faint celestial phenomena still can be seen, are protected as star parks. They are recognized by the International Dark Sky Association (IDA) or the Starlight Foundation. Inhabitants and communities help to reduce the light pollution by installing sustainable lighting that only illuminates areas where and when light is necessary, at a responsible level and with reduced content of blue light. Dark skies have become an important component in many national parks. The nocturnal environment for animals is protected and human beings can experience better sleep in dark nights. By this way, star parks become examples of best-practice for a sustainable lighting to cities and communities and even can influence the lighting market. New World Atlas of Light pollution, Falchi 2016.

From cultural to responsible natural tourism

- Dr. Andreas Hänel, Astronomer and Director of Planetarium in the Museum am Schölerberg, Osnabrück, Leader of Working Group Dark-sky, Association of Amateur Astronomers, Commission Light Pollution, Astronomical Society, Germany

Astro-tourism and environmental participation on rare insect fauna

- Dr. Sibylle Schroer, Scientific Coordinator of Leibnit Institute of Freshwater Ecology and Inland Fisheries (IGB), Dissemination Coordinator of STARS4ALL Collective Awareness Platform for Promoting Dark Skies in Europe, Germany

European’s darkest spots

- Dr. Andreas Jechow, Physicist, Ecological Light Pollution and Remote Sensing, Leibnit Institute of Freshwater Ecology and Inland Fisheries (IGB), Germany

Role of planetariums in astronomy education and tourism development

- Tim F. Horn, Director of Zeiss-Grossplanetarium Berlin, Director of Stiftung Planetarium Berlin, Germany

Followed by Sun-gazing at Entrance South of ITB Berlin – Look up!

Let’s follow Dr. Andreas Hänel for a daytime Sun-gazing, using his Ha-Telescope. Exhibitors and trade visitors will have the great opportunity to daytime Sun-gazing, depending on the weather. The Sun is our star in immediate proximity, the light from the Sun just travels a bit more than eight minutes towards us, while the light from the stars has to travel at least four years mostly several hundred or thousands of years. Although the Sun is 150 million km away, the amount of light is so great that observing the Sun through a telescope is so dangerous that the eyes will be destroyed. However, with the help of special filters, the light is reduced, enabling possible observation, especially of the giant gas explosions.

13.00 - 13.30 IRAN – LUT DESERT, SISTAN AND BLUCHESTAN

Where in one region can you visit the world’s hottest desert, a Persian garden, active volcanos, ancient cities founded around 3200 BC, active dune fields, organic banana orchard, wildlife like the mugger crocodile, seven thousand old pottery, penetrate amazing mountain ranges with summits climbing to almost 4 000 m, 100 km of dunes by the ocean? Only in the Sistan and Baluchestan province of south east Iran. There is some amazing scenery like the landforms called “kaluts”. These are ridges up to 155 m high and can extend for more than 40 km. They are created by strong winds propelling sand. Where in one region can you visit the world’s hottest desert, a Persian garden, active volcanos, ancient cities founded around 3200 BC, active dune fields, organic banana orchard, wildlife like the mugger crocodile, seven thousand old pottery, penetrate amazing mountain ranges with summits climbing to almost 4 000 m, 100 km of dunes by the ocean? Only in the Sistan and Baluchestan province of south east Iran. There is some amazing scenery like the landforms called “kaluts”. These are ridges up to 155 m high and can extend for more than 40 km. They are created by strong winds propelling sand. These are ridges up to 155 m high and can extend for more than 40 km. They are created by strong winds propelling sand.

13.30 - 14.00 E-BIKE TRAVEL TRENDS – NEW TARGET GROUPS FOR BICYCLE TOURIST

E-bike travel is getting more and more popular. This brings a huge potential to the tourism industry. And, it brings challenges too. E-bike expert and journalist Susanne Brösch provides insight into the latest market trends in e-bikes and first experiences of e-bike tour operators. Based on the experiences of her own Pedalec Adventures trips in Europe, Asia, Africa and USA, crossing deserts, mountains, grasslands and snow, she will answer key questions on e-bike transport, energy management and battery charging while on the road. She also will show why a pedelec is the perfect touring vehicle for anyone, especially when they come in groups.

- Susanne Brösch, E-Bike Ambassador, Chief Executive Officer, Pedalec Adventures, Germany

14.00 - 16.30 WORKSHOPS

Developing successful scenic cycling routes and trails through natural and cultural landscapes with examples from Germany and beyond

In the following sessions, The European Cyclists’ Federation (ECF) and the German Cyclists’ Association (ADFC) will present examples from across Europe of successful cycling routes through natural and cultural landscapes. The aim of the three following interactive workshops is to provide more detailed insight into how to develop successful cycle tourism products.

14.00 – 14.30 Via Claudia Augusta – Connecting Europe across the Alps

- Christoph Taschner, Director, Via Claudia Augusta Transnational E.E.I.G., Germany

- Michael Cramer, MEP, Germany

- Daniel Mouruk, Coordinator, International Projects, Nadaoc Partnerships, Czechia

- Hannes Weitschacher, Managing Director, Wernmietent Tourismus GmbH, Austria

15.00 – 15.30 Cycling tourism through cultural landscapes

- NN, Tourism of Galicia, Spain

- NN, Romantic Rhine, Germany

15.30 – 16.00 Cycling tourism between maps and apps

- Thomas Frintzheim, Member, German Cyclists’ Association (ADFC) Cycle Tourism Steering Group, Germany

16.00 – 16.30 Panel discussion: Developing successful cycle tourism products

- Henrik Lythe Jørgensen, Project Manager, Danik Cykelturisme; Denmark

- Javier Navarrete Mazariegos, Technician, Ministry of Environment and Territorial Planning, Junta de Andalucia, Spain

- Sebastian Hugo Wittzel, Project Manager Baltic Sea Cooperation, Mecklenburg-Vorpommern Tourismus, Germany

16.30 – 17.00 THE BOOKING CARES STORY – DRIVING INNOVATION IN SUSTAINABLE TOURISM

Hear from Booking.com about their various programs to partner and fund start-ups, projects and organisations working to protect destinations through innovative and ground breaking ideas in sustainable travel. Whether it is finding and supporting a startup that combines energy access and adventure travel high in the Himalayas or an app for travellers to contribute to vital research in polar regions, Booking.com is creating a network of change-makers that leverage technology to make a positive, lasting impact on the tourism industry in a scalable and effective way.

- Tuan Pham, Project Manager, Corporate Social Responsibility, Booking.com; The Netherlands

17.00 – 17.30 ACCESSIBLE AND INCLUSIVE TRAVEL SOLUTIONS FOR PEOPLE WITH DISABILITIES

There are over a billion people with different disabilities in the world, but the percentage of them travelling is miniscule, owning to lack of accessible travel options available. Planet Abled identified this gap and came forward to give them the freedom to travel no matter what their disability is! Whether they want to experience a small facet of the city they are in or they want to travel across multiple cities of their interest, Planet Abled has something unique, safe and enjoyable for them. This organization provides accessible travel solutions and leisure excursions for people with disabilities and the elderly, primarily in India. It is the only organisation in the world that implemented Universal Design in travel, where people with and without disabilities are mixed into one group and travel together. In this regard, Planet Abled had won multiple awards on the national and international sphere.

- Neha Arora, Founder, Planet Abled, India

17.30 – 18.00 CHEKUTTY DOLLS – SYMBOL OF SOLIDARITY, RESILIENCE AND HOPE AFTER KERALA FLOODS

Chekutty is a mascot of resilience and solidarity shown by the people of Kerala after once in a hundred years flood hit the state. An initiative that became so much part of rebuilding a better state, Chekutty proved that effective collaboration through crowdfunding can have a powerful impact in sustainable destination development. A doll made by thousands of volunteers in nine different countries has transformed into an ecosystem that manages responsible tourism, supplementary livelihood options and diverse tourism attractions like food museums and musical gardens. The interactive session will also screen a short film called, “Kerala – The Land of Chekutty”.

- Gopinath Parayil, Founder and Chief Executive Officer, The Blue Yonder, India
FRIDAY, 8 MARCH – INTERNATIONAL WOMEN’S DAY

18.00 – 20.00 11TH ITB BERLIN RESPONSIBLE TOURISM NETWORKING EVENT
This special networking event brings together international responsible tourism practitioners, including exhibitors, trade visitors, sponsors and partners. Everybody can step on stage and describe in a 2-minute pitch in what kind of responsible tourism initiative he or she is involved, interact with the crowd and find new business partners.

Welcome notes:
- Rika Jean-François, Commissioner, ITB Corporate Social Responsibility
- Gopinath Parayil, Founder and Chief Executive Officer, The Blue Yonder; India
- Casey Hanisko, president, Adventure Travel Trade Association (ATTA)

HALL 4.1b, Booth 200 (BMZ)

13.00 – 14.00 SUSTAINABLE TOURISM FOR MORE PROSPERITY: IPD (IMPORT PROMOTION DESK) CONNECTS PARTNER COUNTRIES TO NEW MARKETS
Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

- Frank Maul, Acting Head PD
- Nora Eichkorn, IPD Tourism Expert

HALL 10.1, DRV (GERMAN TRAVEL ASSOCIATION) STAGE, BOOTH 117

12.00 – 13.00 DRV CHILD PROTECTION TREASURE HUNT – WINNERS ANNOUNCEMENT
The DRV Child Protection Working Group in cooperation with ECAPAT Germany will organize an “ITB Treasure Hunt” during trade visitor days open to all young tourism professionals and students. The Treasure Hunt shall motivate them to deal properly with the problem of sexual exploitation of children in tourism. Those who find the right answers, can win a trip to Hurghada in Egypt and several other attractive prizes.

supported by ITB Berlin CSR

HALL 11.1

16.45 – 17.00 GET CREATIVE FOR CHILD PROTECTION IN THE TOURISM INDUSTRY
Social Media Contest for students and trainees in tourism

Moderated by: Carlota Harmsen, ECAPAT Deutschland e.V.

HALL 19, PALAIS AM FUNKTURM, AWARD STAGE

11.00 – 12.00 WILDLIFE AND TOURISM – TRANSFORMING AN INDUSTRY
How travel industry leadership and support is vital in phasing out captive wildlife being exploited for tourism entertainment.

Hosted by World Animal Protection

Featuring a short documentary about the transition of the first elephant riding camp in Thailand to become an observation only elephant-friendly venue. Launching the latest report about marine mammals in captivity with author and well-known marine mammal scientist and expert, Naomi Rose. This event will showcase the issue of captive wildlife used for entertainment, and the essential role the travel industry can play in supporting change and solutions that will benefit wildlife, tourists and those whose livelihoods depend on tourism. Highlights will include the premiere of a documentary following the journey of the first elephant camp in Thailand to transform its business to be observation only elephant friendly, with narration from key stakeholders in the travel industry. Key findings will also be presented from the latest report on marine mammals in captivity, highlighting their plight in tourist entertainment, followed by a discussion on how we can work together to bring positive change to this industry.

Panelists:
- Dr. Jan Schmidt Burbach, World Animal Protection
- Nick Stewart, World Animal Protection
- Naomi Rose, Animal Welfare Institute
- Isabel Beckermann, Regional Manager EMEA, Booking.com Experiences, representative from travel industry

13.00 – 14.00 INTERNATIONAL WOMEN’S DAY SPECIAL: SHETRADES: EMPOWERING WOMEN THROUGH TOURISM
Tourism is one of the most promising sectors in terms of development. For instance, based on UNWTO studies, tourists in Africa are projected to jump from 50 million to 134 million by 2030. Tourist jobs held by men tend to be higher-waged and more stable than those held by women. This panel brings together stakeholders working with women entrepreneurs in the sector. The panel would focus on how women in the tourism sector be best supported and connected to international market, which would enhance business opportunities for them, and would contribute to their socio-economic empowerment.

Welcome note: Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

Moderated by: Michelle Kristy, Associate Programme Officer, SheTrades Initiative, International Trade Centre (ITC)

Keynote brought to you by Deutsch-Arabische Gesellschaft (DAG) – German-Arab Association:
- Dr. Joke Buringa, specialist for human rights & gender equality in the Arab region, The Netherlands

Panelists:
- Mary Ragul, Board Member, Kenya Association of Tour Operators (KATO) (tbc)
- Ilia Pedemonte, Founder, Gender Responsible Tourism
- Marie-Caldile Fraussenhoff, Senior Trade Promotion Officer, Office of Asia, ITC (tbc)
- Stella Appenteng, Owner, Apstar Tours Limited, Ghana (tbc)

ITB CSR DAY

10.45 – 11.00 OPENING

- Ariane Janke, Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil
- Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

11.00 – 11.45 KEYNOTE: CLIMATE CHANGE, GLOBAL WARMING, WEATHER EXTREMES: STATUS QUO AND CONSTRAINTS TO ACTION
The last hot summer in the northern hemisphere and the rousing report of the Intergovernmental Panel on Climate Change (IPCC) are unequivocal: “Business as usual” will lead into the abyss. Is it still possible to prevent the crash? Which measures for mitigating global warming and climate change are particularly effective? Which policy measures are to be expected, and which are truly unavoidable? The world’s leading climate researcher, Prof. Dr. Hans Joachim Schellnhuber, explains the status quo and reveals the necessity for action.

Interviewer: Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, Worms University of Applied Sciences

Keynote & Interview guest:
- Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber, Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)
FRIDAY, 8 MARCH 2019 – INTERNATIONAL WOMEN’S DAY

12.00 – 12.45 TOURISM AND THE 1.5 DEGREE TARGET: HOW LONG CAN WE KEEP TRAVELING AS WE DO TODAY?
The new report of the Intergovernmental Panel on Climate Change is abundantly clear: we cannot go on as before. The structure of tourism offers will have to undergo fundamental change. Air transport and cruises, hotels and destinations – what structural changes are we facing? How are lawmakers and investors changing the current framework conditions for tourism? How open are customers to change? Are customers willing to spend more money, or are they even inclined to forgo travel? The results of an exclusive global study by Travelzoo and ITB show how willing the international tourist is to change and how much it is putting our industry under pressure.

Moderated by: Matthias Beyrer, Managing Director, mascontour GmbH

Panelists:
- Bernhard Dietrich, Head of Environmental Issues, Lufthansa Group
- Moritz Hintze, CEO & Founder, bookitgreen
- Dr. Michael Kopatz, Project Manager for Energy, Transport and Climate Policy, Wuppertal Institute for Climate, Environment and Energy
- Hon. Maria Amalia Reveal Raventós, Minister of Tourism; Costa Rica

13.00 – 13.45 TOURISM AND THE SHARING ECONOMY: POLICY RECOMMENDATIONS AND POTENTIAL
Demand for authentic and personal experiences through travel is increasing annually. The Sharing Economy can provide ways to link travelers to ordinary people for a local experience. In doing so, it has the potential to widen sphere of beneficiaries from travel. But this also brings a range of challenges to destinations trying to manage visitor safety, control crowding, and ensure quality products. What can destinations do to avoid some of the pitfalls and instead leverage the sharing economy for more competitive, sustainable and inclusive destinations? The World Bank’s new report on the subject provides new insights and a way forward for destination managers.

Speaker & Interview guest: Dr. Louise Twining-Ward, Senior Private Sector Specialist, The World Bank

14.00 – 14.45 A TIDAL WAVE OF PLASTIC – OCEAN POLLUTION AND THE UN SUSTAINABLE DEVELOPMENT GOALS
Target 14.1 of the Sustainable Development Goals of the United Nations is the reduction of ocean pollution. So far, little attention has been paid to the dramatic increase in plastic ocean pollution. The tourism industry accounts for a considerable share of the 8 million tons of plastic waste which land in the oceans & seas each year. How can we prevent plastic waste from turning into marine pollution? What are tourism companies’ initial Best Practice examples? What regulatory measures are to be expected from politicians, and what are tourists willing to contribute?

Moderated by: Prof. Dr. Willy Legrand, Professor, Hospitality, Tourism and Event Management, International University Bad Honnef (IUBH)

Panelists:
- Dr. Frauke Fischer, Founder, auf!, Author, Consultant and Expert for Sustainability
- Dr. Monika Greifahn, Senior Advisor Sustainability, Costa Group, Founding Member Greenpeace, Minister (ret.)
- Joanna Hendrickx, Former Global Sustainable Destinations Manager, Thomas Cook Group, Founder, Travel Without Plastic

15.00 – 15.45 MALAYSIA FORUM: MEETING THE CHALLENGES OF SUSTAINABLE ECO-TOURISM DEVELOPMENT.

With its tropical forests, rich biodiversity and many heritage sites, Malaysia boasts a large number of renowned “protected areas”. For more than 15 years there has been a worldwide boom in the demand for sustainable tourism. Malaysia is one of many countries whose natural resources are being threatened. The Malaysia Forum addresses these issues: which institutions should be responsible for nature conservation and its monitoring, which measures should be implemented and how eco-tourism offers, NGOs and local communities should be collectively managed.

Moderator:
- Eric R. Simnaya, Chairman, Malaysian Nature Society

16.00 – 16.45 INSTAGRAM AND INFLUENCERS: THE OVERLOOKED CHALLENGES FOR DESTINATIONS
Too many destinations are still using logos and advertising slogans, while the digital world has long been crying out for other content. Influencers have more reach and credibility than classic destination marketers. Alongside influencers, customers are taking over destination marketing: Instagrammability is an important reason for travel in the growing target group of experienced travel consumers. Those who ignore this development will be dropped and punished mercilessly. How do DMOs have to change in order to meet these challenges? How can occasions be created for modern tourists to report on their travels? How can destinations get over their Instagram “overexposure”?

Moderated by:
- Daniela Briceño Schiesser, Senior Project Director, infas quo
- Stephan Duttenhöfer, Head of Sales & Innovation, infas quo

Panelists:
- Álvaro Blanco Volmar, Subdirector General Adjunto, Instituto de Turismo de España, Turespaña
- Colin Fernandez, Senior Brand Consultant, BrandTrust
- Vicky Smith, Founder, Earth Changers
FRIDAY, 8 MARCH 2019 – INTERNATIONAL WOMEN’S DAY

CITYCUBE BERLIN, A7

10.30 – 16.00 BARRIER-FREE TOURISM DAY 2019

The main topic of the 8th Barrier-free Tourism Day will be “Specific target group offers and beyond”. In panel discussions and talks, experts will focus on the relevant issues from various different perspectives. A wide range of real-life examples will be presented that demonstrate how to develop and market barrier-free products and services.

Press Contact: Olaf Schlapow
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ITB DEEP DIVE SESSIONS 3

13.00 – 13.45 PARTNERSHIPS IN SUSTAINABLE TOURISM: CASE STUDIES FROM THE CRUISE INDUSTRY

Sustainability is an increasingly vital topic in travel and tourism. Nowhere is this truer than in the cruise industry, where advancing environmental protections and ensuring destinations thrive economically and culturally is front and center. Key leaders from the cruise industry and popular destinations, Barcelona and Santorini, discuss their real-world efforts to promote and support sustainable tourism. These cruise and industry leaders will describe the concrete steps they’ve taken and the valuable partnerships they’ve established in their quest to ensure tourism continues to provide tangible, sustainable benefits to communities.

Moderated by: Thomas P. Illes, Cruise Analyst, University Lecturer and Journalist
Panellists include key tourism stakeholders from Barcelona and Santorini, and senior representatives from Cruise Lines International Association (CLIA)

16.00 – 16.45 "DEMONSTRATING THE FUTURE" – THE NEW COPERNICUS CLIMATE CHANGE INFORMATION SYSTEM FOR EUROPEAN TOURISM

Climate change and weather phenomena are having a massive impact on European tourism. Travel providers, however, lack reliable data for effective adaptive measures. The EU’s new Copernicus Climate Change Information System provides valuable decision data for the European tourism sector. How exactly does the system work, and how can it support decisions made by destinations, tour operators, travel agents, transport companies and investors?

Introduction: Dr. Samuel Almond, Officer, ECMWF, Sectoral Information System Officer, Copernicus Climate Change Service
Introduction presentation: Adeline Cauchy, CTS European Tourism Contract Manager, TEC

Moderated by: Herbert Hamele, President, ECOTRANS
Panellists:
• Dr. Samuel Almond, Officer, ECMWF, Sectoral Information System Officer, Copernicus Climate Change Service
• Victoria Barlow, Group Environmental Manager, Thomas Cook Group
• Ghihaslam Dubois, CTS European Tourism Lead, TEC
• Nezih Isci, ATC Consultants
• Prof. Geoffrey Lipman, Co-Founder, SLUK

SATURDAY, 9 MARCH 2019

HALL 4.1, BOOTH 230

10.00 – 18.00 THE WADDEN SEA

• National Park Partner: We Love & Live the Wadden Sea
• "Wadden Sea with All Your Senses"
• Both Feet in the Mud – A Virtual Watt Hike

HALL 4.1B, ADVENTURE STAGE (SMALL STAGE)

12.00 – 12.30 IRAN – A COUNTRY OF 1001 CONTRADICTIONS

Best-selling author Stephan Orth, winner of the ITB Book Awards 2019 for his illustrated book about Iran “Iran – Taumand und ein Widerspruch” (National Geographic) discovers the country. His travel report gives touching, unexpected insights in a very diverse and rich culture and supports you in the idea to also visit Iran.

13.00 – 13.30 ANIMALS ARE NO HOLIDAY SOUVENIRS

What to carry home from your holidays? Travel souvenirs are nice memories – but be careful: think twice – not every souvenir is legally allowed to be imported! It could derive from a protected species! IFAW provides information on what to do to protect endangered animals of holiday destinations.

• Robert Kless, International Fund for Animal Welfare (IFAW), Germany

14.00 – 14.30 SAND TO SNOW – BY E-BIKE THROUGH THE MOST BEAUTIFUL NATIONAL PARKS OF THE USA

The journalist Susanne Brüsch will give a travel report of her ten-week-e-bike trip through Yosemite, Death Valley, Zion, Bryce and Grand Canyon, accompanied by two like-minded bikers. From the Pacific to Colorado, covering 5,000 km and a difference of altitude higher than 57.000m. Susanne Brüsch will share what makes sand her stand unbearable heat, coldness, wind and rain – 200 hours in the saddle, fighting to move forward through sand and snow in a wilderness without any mobile connection, falling asleep to the sounds of howling coyotes.

• Susanne Brüsch, free journalist; Germany

16.00 – 16.30 UNHCR: SOME SPEND THEIR HOLIDAYS WHERE THE UN REFUGEE AGENCY IS ON DUTY. NO ONE CHOICES TO BE A REFUGEE. 68.8 MILLION PEOPLE ARE REFUGEES WORLDWIDE.

• Peter Ruhenstroth-Baun, Director, UNO Refugee Relief, Germany

HALL 11.1, CARREER CENTER

14.00 – 14.15 FAIR JOB HOTELS E.V. – USE YOUR CHANCE!

• Maria Mittendorfer, Brand Ambassador Fair Job Hotels

15.40 – 16.00 CURRENT STUDIES FROM THE INSTITUTE OF NATURE SPORTS AND ECOLOGY

• Dr. Stefan Mühl + Julia Severiens, Deutsche Sport Hochschule Köln; Germany

HALL 19, PALAIS AT FUNKTURM, AWARD STAGE

15.30 – 17.00 THE DELPHIC FESTIVAL – ITB GRAND FINAL 2019

The Delphic Games, originally an international “contest of arts” which was held in Ancient Greece, is now meant to be a spiritual competition of humans which revives and enriches world cultures, strengthens their identities and leads to reconciliation and peace, the basic requirement for any kind of tourism. International dances and music performances as well as the “passing over of the baton” from ITB Partner Country 2019 Malaysia to Partner Country 2020 Oman can be witnessed during the closing event of ITB Berlin.
SATURDAY, 9 MARCH 2019

INTERNATIONAL LGBT+ LEADERSHIP SUMMIT
The first International LGBT+ Leadership Summit on Saturday, 9 March 2019 at
The basic living conditions of work, life and family for the LGBT+ community are highly varying in different parts of the world. Intercultural differences, legal and religious circumstances make it difficult for global operating corporate brands to guarantee a non-discrimination precept for their LGBT+ employees. In some countries, corporate networks and special Chambers of Commerce are offering education and networking opportunities for LGBT+ associates. Which are the challenges for corporate brands and where are the potentials within their diversity strategies worldwide? Which are the biggest problems for LGBT+ employees and community members and what kind of solutions can be offered? How can a “LGBT+ quality of life” be raised internationally? Which role plays LGBT+ tourism within those different strategies?
The workshop aims to offer an overview of the current situation, will point out problems and look for potential solutions for companies, their employees and LGBT+ community members in countries and tourism destinations.

Moderated by: Vitali Graf, Accenture, Germany

Welcome note:
• NN, Messe Berlin
• Thomas Bömkes, Diversity Tourism GmbH
• Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

Panelists:
• John Tanzella, President & CEO International Gay & Lesbian Travel Association (GLTA); USA
• Pablo De Luca, President CCLAR: Argentina LGBT Chamber Of Commerce; Argentina
• Manuela Kay, Director / Publisher, Special Media SDL, publishing L-MAG, Siegessäule; Germany (tbc)
• Reginald Charlot, Managing Director - Tourism Development, Established Markets, NYC & Company; USA (tbc)
• Harald Christ, Mittrabensvemiegung SPD / SWM Association, Social Democratic Party of Germany
• NN, LSVD Germany

Followed by Pink Pillow ITB Brunch Invitation (by invitation only)

ITB Berlin invites all delegates to visit the travel trade show:

LGBT+ TRAVEL PAVILION, HALL 21B, BOOTH 215 – 217B

16.00 – 18.00  SUSTAINABLE YOUTH TRAVEL:

with Pink Pillow Rainbow Cake Cutting, Thai Drag Show & Argentinian Queer Tango

please register for the whole event:
Contact Person: Thomas Bömkes, T.: +49 (0)179-5239865 / E.: TBI@diversitytourism.com

SUNDAY, MARCH 10

HALL 4.1, BOOTH 230

10.00 – 17.00  THE WADDEN SEA

Discover the Culinary Side of the World Natural Heritage Site Wadden Sea

What's Going on in the Wadden Sea? It Creeps and Crawls...

HALL 4.1A, next to CENTRAL STAGE

11.30 – 13.00  Deutschlandfunk’s Sunday Walk (“SONNTAGSSPAZIERGANG”)

Life radio broadcasting of World Music – multicultural musical expressions life from ITB’s various stages

HALL 4.1B, ADVENTURE STAGE (SMALL STAGE)

11.00 – 11.30  TRANSFORMATIVE TRAVEL

only in German
These soulmates, parents of three small children and business partners travel around the globe since 2010, dive deep into the world of the local people and share at nectarandpulse.com authentic ‘places with a soul’. They are editors of the travel guide books „Glücklich in ...“ (“Happy in ...”) of the Southern-German Newspaper (Süddeutsche Zeitung). They raise questions about a personal transformation which happens when travelling and always aim to find out what happy travelling truly means. “Life is a journey”. They will talk about the substantial learnings experienced through travelling.

• Tanja & Christian Roos, NECTAR & PULSE

11.30 – 12.00  ANIMALS ARE NO HOLIDAY SOUVENIRS

only in German
What do carry home from your holidays? Travel souvenirs are nice memories – but be careful: think twice – not every souvenir is legally allowed to be imported! It could derive from a protected species! IFAW provides information on what to do to protect endangered animals of holiday destinations.

• Robert Kless, International Fund for Animal Welfare (IFAW), Germany

12.00 – 12.30  SLOW TRAVEL – TRAVELING BY BICYCLE

only in German
Babs and Matthias skipped their jobs and traveled in a way which was totally new to them: By bicycle. Their motto was to travel slow – unforgettable experiences, adventures and encounters paid them off. They travelled 8 countries alongside the mighty Danube river.

UNHCR: TWO QUADRILLIONS OF KILOMETERS TOWARDS SHELTER – EVERY STEP COUNTS!

only in German
Peter Ruhenerstob-Rauer, director of the UNO Refugee Relief, shows how sports can send a signal of support for refugees worldwide.

• Peter Ruhenerstob-Bauer, Director, UNO Refugee Relief; Germany

HALL 4.1, BOOTH 107A (YIG LOUNGE)

10.00 – 18.00  SUSTAINABLE YOUTH TRAVEL:

Check out your carbon foot print and how to travel responsibly!
Get inspired by alternative options to travel rather than choosing the usual unsustainable party trips.
Organized by students of Hochschule Bremen

HALL 18, BOOTH 132B

Norway will display a TESLA e-car on the weekend to promote sustainable travel. Tour operators will inform you about alternative mobility options when travelling through Norway.
To mark The International Women's Day taking place during our fair, ITB organizes an exhibition showcasing the winners from previous ITB - IFTT “Celebrating Her” Awards from the last 3 years in Hall 22a, booth 101. Come along to get inspired!

• The ITB Culture Lounge In Hall 16 (and partly Hall 10 2) hosts roundabout 70 exhibitors from 12 countries, including European museums, festivals, European joint cultural projects and cultural service providers who are showcasing their offerings and cultural highlights. Official Cultural Partner in 2019 is Visit Flanders. Visitors of the Cultural Cafe are entertained with lectures and presentations.

• Hall 21a, booth no. 114: Meet the platform for female entrepreneurs “SheTrades – International Trade Center” and get informed about their new projects in cooperation with the German Society of Development (GIZ).

With regards to the ongoing dramatic situation of refugees in many parts of the world ITB promotes the excellent work of the Berlin Aids-Hilfe e.V. “Wings of Help”

• Information on Safer Travel is available in Hall 21b, at the Berlin LGBT+ desk (booth 217b) and on the website of the Berliner Aids-Hilfe e.V., an ITB-supported Berlin HIV Self-Help Organization at www.binner-aidshilfe.de

ITB supports Sozialhelden e.V., a network with a goal of sensitizing and finding solutions for drug addicts in our society. At www.wheelmap.org everybody can easily find, mark and rate accessible locations worldwide.

• There is the possibility to compensate your carbon footprint online at www.itb-berlin.de/en/ticketing-specifics

At every ITB-booth everybody can easily find, mark and rate accessible locations worldwide.

At every ITB-booth everybody can easily find, mark and rate accessible locations worldwide.

ITB cares for parents during the weekend: In Hall 21b, booth 201, "an ITB Kindergarten - On the Way to North Africa" where their children can play while their parents are visiting the stands, will be installed (no costs involved).

A NEW PERSPECTIVE OF TRAVELLING: BERLIN TRAVEL FESTIVAL The Berlin Travel Festival, an ITB partner event, is happening from Friday to Sunday (March 8 – 11, 2019 / Fr + Sa 10 am – 10 pm, Su 10 am – 7 pm) at the ARENA in Berlin-Kreuzberg. Tickets are available at berlintravelfestival.com. Entry after 6 pm on Saturday and after 4 pm on Sunday will be free for holders of a private visitor ticket of ITB Berlin. Check out their sustainable travel options and presentations! This year’s motto is "Travel Different".

A list of all ITB Berlin staff members are reducing their carbon footprint on business trips by donating to projects in developing countries with the help of atmosfa.oms.

ITB Berlin supports public transportation and has developed a convenient bus shuttle from the fairground to the hotel’s parking area.

Travel to ITB Berlin is completely carbon-free by using German Railway Deutsche Bahn’s Special starting from EUR 44,90 (single journey). Link: https://www.itb-kongress.de/en/ITBBerlinConventionMemoTestA1/flavia/travelinfo/

To save energy and resources ITB in 2019 will not produce any catalogues or quick finds; all relevant information is available online. A list of exhibitors will be available in the ITB News, printed in a climate-neutral way. We contribute to a forest preservation initiative in Kenya.

ITB has signed the “Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism” (The Code) and supports the work of ECPAT (End Child Prostitution & Child Pornography & Trafficking of Children for sexual purposes)